

THIS PUBLICATION IS PROVIDED BY THE NORTH AMERICAN JEWISH DATA BANK WITH PERMISSION FROM THE STUDY AUTHORS.

THE NORTH AMERICAN JEWISH DATA BANK IS A COLLABORATIVE PROJECT OF THE JEWISH FEDERATIONS OF NORTH AMERICA AND THE UNIVERSITY OF CONNECTICUT'S CENTER FOR JUDAIC STUDIES AND CONTEMPORARY JEWISH LIFE AND ROPER CENTER FOR PUBLIC OPINION RESEARCH. OUR MISSION IS TO:

PROVIDE EMPIRICAL SURVEY DATASETS ABOUT THE NORTH AMERICAN JEWISH COMMUNITY FROM NATIONAL AND LOCAL SOCIO-DEMOGRAPHIC STUDIES AS WELL AS OTHER TYPES OF CONTEMPORARY AND HISTORICAL SOCIAL SCIENCE RESEARCH.

MAKE AVAILABLE SUBSTANTIVE AND METHODOLOGICAL REPORTS ON THE JEWISH COMMUNITY, IN PARTICULAR, REPORTS BASED ON DATASETS THAT ARE PART OF THE ARCHIVE.

PROMOTE THE DATA BANK TO JEWISH FEDERATIONS, COMMUNAL ORGANIZATIONS, FOUNDATIONS AND OTHER GROUPS INTERESTED IN RESEARCH CONCERNING JEWISH LIFE IN NORTH AMERICA.

ENCOURAGE ACADEMICIANS, STUDENTS, COMMUNAL PROFESSIONALS AND OTHERS TO UTILIZE DATA BANK HOLDINGS AND TO SUBMIT THEIR STUDIES TO THE ARCHIVE.

SPONSOR SEMINARS AND PROVIDE OTHER OPPORTUNITIES FOR RESEARCHERS AND PLANNERS TO DISCUSS ISSUES, IMPROVE METHODOLOGIES AND EXCHANGE IDEAS BASED ON QUANTITATIVE RESEARCH.

PREPARE PUBLICATIONS AND OTHER FORMS OF INFORMATION DISSEMINATION CONCERNING SOCIAL SCIENTIFIC RESEARCH ABOUT NORTH AMERICAN JEWRY.

PROVIDE TECHNICAL ASSISTANCE AND ADVICE TO JEWISH FEDERATIONS, RESEARCHERS, COMMUNAL PROFESSIONALS, JOURNALISTS AND OTHERS INTERESTED IN RESEARCH ON THE JEWISH COMMUNITY.

PLEASE NOTE THAT OUR DATASETS AND REPORTS ARE PROVIDED FOR NON-COMMERCIAL USE ONLY.

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE AT
[HTTP://WWW.JEWISHDATABANK.ORG](http://www.jewishdatabank.org)



RECENT TRENDS IN JEWISH DEMOGRAPHICS AND THEIR IMPACT ON THE JEWISH MEDIA

**2011 AMERICAN JEWISH PRESS ASSOCIATION
ANNUAL CONFERENCE
DALLAS, TX
JUNE, 2011**

IRA M. SHESKIN, PH.D.
DIRECTOR OF THE JEWISH DEMOGRAPHY PROJECT OF THE
SUE AND LEONARD MILLER CENTER FOR CONTEMPORARY JUDAIC STUDIES
AND PROFESSOR, DEPARTMENT OF GEOGRAPHY AND REGIONAL STUDIES
UNIVERSITY OF MIAMI

UNIVERSITY
OF MIAMI



UNIVERSITY
OF MIAMI



OUTLINE OF THIS PRESENTATION

- **Part I: Recent Trends in American Jewish Demography**
- **Part II: Demographic Profile of Users of the Jewish Media**
- **Part III: Data Sources for Reporters**

OUTLINE OF THIS PRESENTATION

- **Part I: Recent Trends in American Jewish Demography**
 - Trend 1: Number of American Jews
 - Trend 2: Changes in the Size of the Jewish Population
 - Trend 3: Changing Geographic Distribution
 - Trend 4: Loss of Jews Due to Inter-marriage and Assimilation
 - Trend 5: Investments of the Organized Jewish Community to Counteract the Forces of Assimilation
 - Trend 6: Presence of FSU Jews and Israelis
- **Part II: Demographic Profile of Users of the Jewish Media**
- **Part III: Data Sources for Reporters**

TREND 1

HOW MANY AMERICAN JEWS ARE THERE?

**PROBABLY 6.0-6.4 MILLION,
BUT WE DO NOT KNOW**

DEFINING JEWS

WHO DO WE COUNT?

- Both a religious group and an ethnic group
 - Jews by religion, Jews by ethnicity
- Orthodox and Conservative: matrilineal descent
- Reform and Reconstructionist: patrilineal and matrilineal descent
- Israeli Law of Return: one Jewish grandparent
- Social scientists studying American Jewry: “Consider Self Jewish” but no Messianics

METHODS FOR COUNTING JEWS





- Jews are not counted in the US Census
 - (except for Kiryas Joel, Monsey, and New Square)
- Older methods
 - Census variables: "mother tongue" and "% Russian and Polish"
 - Absences from school on Yom Kippur
 - Death records
- Current methods
 - Random Digit Dialing (RDD) Telephone Surveys
 - Distinctive Jewish Name Ratios
 - Key Informant/Internet estimates
 - Brandeis University Meta-Analysis

RANDOM DIGIT DIALING (RDD) TELEPHONE SURVEYS

- Generate four numbers at random to go at the end of each area code/exchange code in the study area, resulting in 10-digit numbers
 - 212-589-XXXX
- If a household is reached, inquire if anyone in the household is Jewish
- Calculate the percentage of households reached that are Jewish
- Ask household size and whether each person in household is Jewish
- Produces a population estimate and a random sample of Jews to be interviewed
- NJPS 2000-01, AJIS 2000-01, HARI 2000-01, ARIS 2008 were all RDD Telephone Surveys

SCREENER

Hello. We are calling for a *population study* for the Jewish community sponsored by the San Antonio Jewish Federation. We are **NOT** asking for donations or selling anything AND we do not know your name or address. We **ARE** randomly interviewing households with one or more Jewish persons.

Was anyone in your household born or raised Jewish, or is anyone currently Jewish?		
Yes 	A mixed response 	No 
	(There is a Jewish born or raised person in the household, but no one is currently Jewish.) 	Since no one in your household is Jewish, let me just thank you for your time. Have a great (day/evening).
Great! My name is _____, (FIRST NAME ONLY) and your participation is important in helping the San Antonio Jewish community identify needs and plan for the future. Again, your answers will be anonymous. We do NOT know your name or address. DO THE SURVEY	So that we can properly understand your answer, would you please tell me what you mean when you say someone in your household was (born/raised) Jewish but is not currently Jewish? Continue with "My name is" for: Agnostic Atheist Doesn't identify as Jewish No religion Non-observant Non-practicing Non-religious Non-Western religion (Buddhist) Nothing Secular "Not consider self Jewish, but has NOT converted out and is not a	<ol style="list-style-type: none"> 1. Messianic (Jews for Jesus, Hebrew Christian, Completed Jew) 2. Converso, Marrano, Crypto Jew 3. Converted to another religion 4. Not formally converted to another religion, but regularly attends church or other services 5. Grandparent was Jewish 6. Father Jewish, but raised in another religion 7. Mother Jewish, but raised in another religion 8. Mother and father Jewish, but raised in another religion 9. Father Jewish, but not raised in any religion 10. Mother Jewish, but not raised in any religion 11. Mother and father Jewish, but not raised in any religion 12. Believes has some Jewish blood 13. Black Hebrews

DISTINCTIVE JEWISH NAME RATIOS

Berman	Gross	Lieberman
Caplan	Grossman	Rosen
Cohen	Jacobs	Rosenberg
Epstein	Jaffe	Rosenthal
Feldman	Kahn	Rubin
Freedman	Kaplan	Schwartz
Friedman	Katz	Shapiro
Goldberg	Kohn	Siegel
Goldman	Levin	Silverman
Goldstein	Levine	Stern
Goodman	Levinson	Weinstein
Greenberg	Levy	Weiss

ABOUT 8%-12% OF JEWS IN US HAVE ONE OF THESE NAMES

KEY INFORMANT AND INTERNET ESTIMATES

- Estimates of the Jewish population of over 1,000 American Jewish communities have been summarized annually in the *American Jewish Year Book (AJYB)*, now *Current Jewish Population Reports (CJPR)*
- When the results of an RDD survey or DJN procedure are available for a particular community, this is used in place of a key informant or Internet estimate
- Of the total number of Jews reported by the *AJYB* (now *CJPR*), more than 80% of that number is supported by RDD estimates of local Jewish communities from past 15 years
- These 1,000 local estimates are totaled to get a national estimate

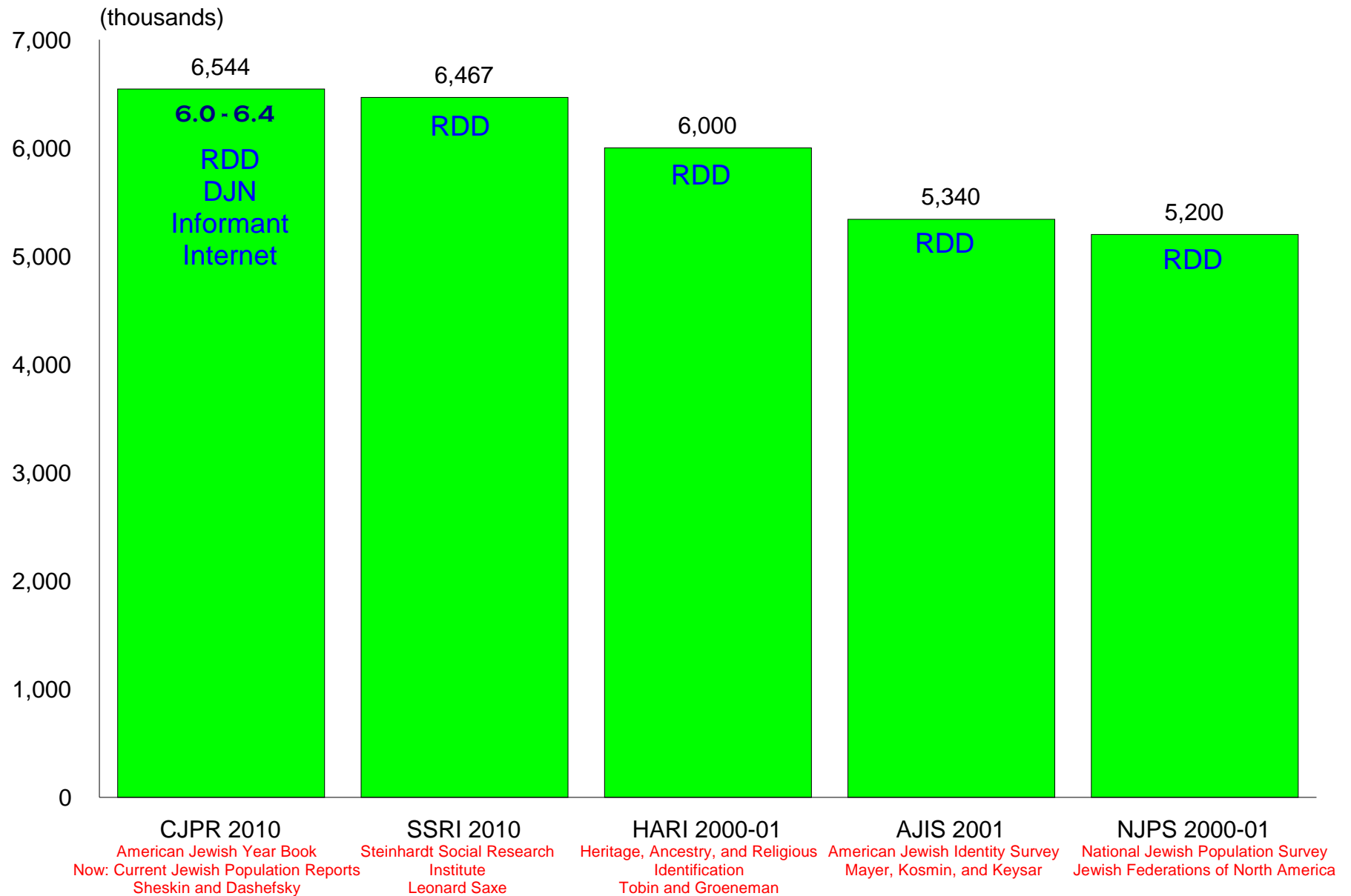
THE VIRGINIA SECTION OF THE 2010 “CURRENT JEWISH POPULATION REPORT”

Virginia				
	1997-2001	Blacksburg-Radford	175	
	1997-2001	Charlottesville	1,500	
	1997-2001	Danville area	100	
	2009	Fredericksburg (parts of Spotsylvania, Stafford, King George, and Orange Counties)	500	
	1997-2001	Lynchburg area	275	
	1997-2001	Martinsville	100	
	1997-2001	Newport News-Hampton-Williamsburg-James City-York County, and Poquoson City	2,400	
	2008	Norfolk (2001)	3,550	
	2008	Virginia Beach (2001)	6,000	
	2008	Chesapeake-Portsmouth-Suffolk (2001)	1,400	
	2008	Norfolk-Virginia Beach Total (2001)		10,950
	2003	Arlington-Alexandria-Falls Church (2003)	28,000	
	2003	South Fairfax-Prince William County (2003)	25,000	
	2003	West Fairfax-Loudoun County (2003)	14,500	
	2003	Greater Washington Total in Northern Virginia (2003)		67,500
	2009	Petersburg-Colonial Heights-Hopewell	200	
	2006	Central (1994)	2,200	
	2006	West End (1994)	2,400	
	2006	Far West End (1994)	4,800	
	2006	Northeast (1994)	1,200	
	2006	Southside (1994)	1,900	
	2006	Richmond (Henrico and Chesterfield Counties) Total (1994)		12,500
	1997-2001	Roanoke	900	
	1997-2001	Staunton-Lexington (Augusta, Bath, Highland, Page, Rockingham, and Shenandoah Counties)	370	
	1997-2001	Winchester (Clarke, Frederick, Warren, and Winchester Counties)	270	
	1997-2001	Other places	150	
		Total Virginia	97,890	

STEINHARDT SOCIAL RESEARCH INSTITUTE META-ANALYSIS

- SSRI 2010
- Uses 150 random digit dialing telephone surveys done for a whole variety of purposes that happened to ask a question about religious preference - leads to an estimate of Jewish adults by religion
- Has to extrapolate Jews by ethnicity based on NJPS ratio of Jews by religion to Jews by ethnicity
- Has to extrapolate Jews under age 20 based on NJPS ratio because many of the 150 surveys only interviewed Age 20+

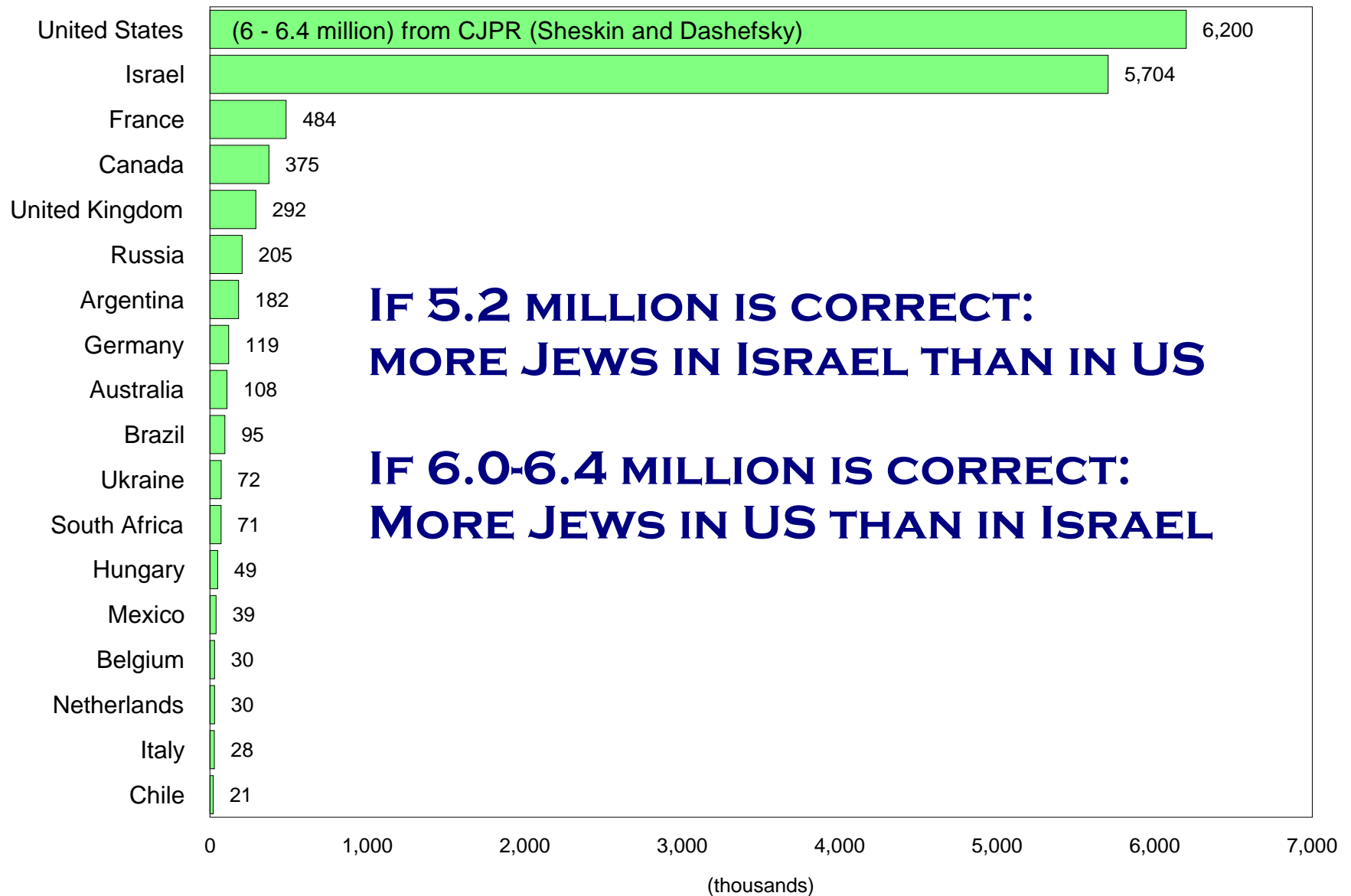
ESTIMATES OF THE NUMBER OF AMERICAN JEWS



14 WHY THE DIFFERENCES BETWEEN NJPS AND CJPR?

- The CJPR estimate of 6.0-6.4 million is well above the NJPS estimate of 5.2M
- Why?
- The NJPS estimate is too low
 - A disproportionate percentage of Jews refused to participate in NJPS 2000, resulting in an undercount
 - Each 0.1% error in “percentage Jewish” is 112,000 Jewish households containing 200,000 Jews
- The CJPR estimate is too high
 - Students
 - Snowbirds
 - Movers between Studies
 - Informants overstate numbers: but an analysis shows a 3% under reporting!

LARGEST JEWISH POPULATIONS IN WORLD



Source: World Jewish Population, 2010 (Sergio DellaPergola)

TREND 2

**IS THE JEWISH POPULATION INCREASING, DECREASING
OR REMAINING THE SAME?**

**PROBABLY REMAINING THE SAME,
BUT WE DO NOT KNOW**

THE DEMISE OF THE JEWISH PEOPLE HAS LONG BEEN PREDICTED

- Arnold Toynbee, in his classic 12-volume study of history (1934-1961) was troubled by the one exception to his universal rules governing the eventual decline of every people. He declared that the Jews were “a vestigial remnant” of a people destined to perish soon



THE DEMISE OF AMERICAN JEWRY HAS LONG BEEN PREDICTED

RELIGION AMONG JEWS FOUND TO BE WANING; Case-Workers Also Contend the Charity Federation Here Is Not a Unifying Influence.

Special to THE NEW YORK TIMES.

May 30, 1934, Wednesday

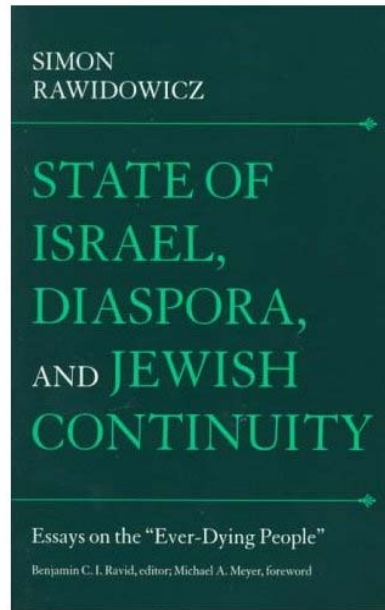
ATLANTIC CITY, May 29. -- The New York committee of caseworkers, a section of the National Conference of Jewish Social Service, reported today that there was a decreasing influence of religion in American Jewish life and a large gap between the communal leadership and the masses, and that the Federation of Jewish Charities was not the unifying influence it purports to be.

The New York Times
ON THE WEB

19

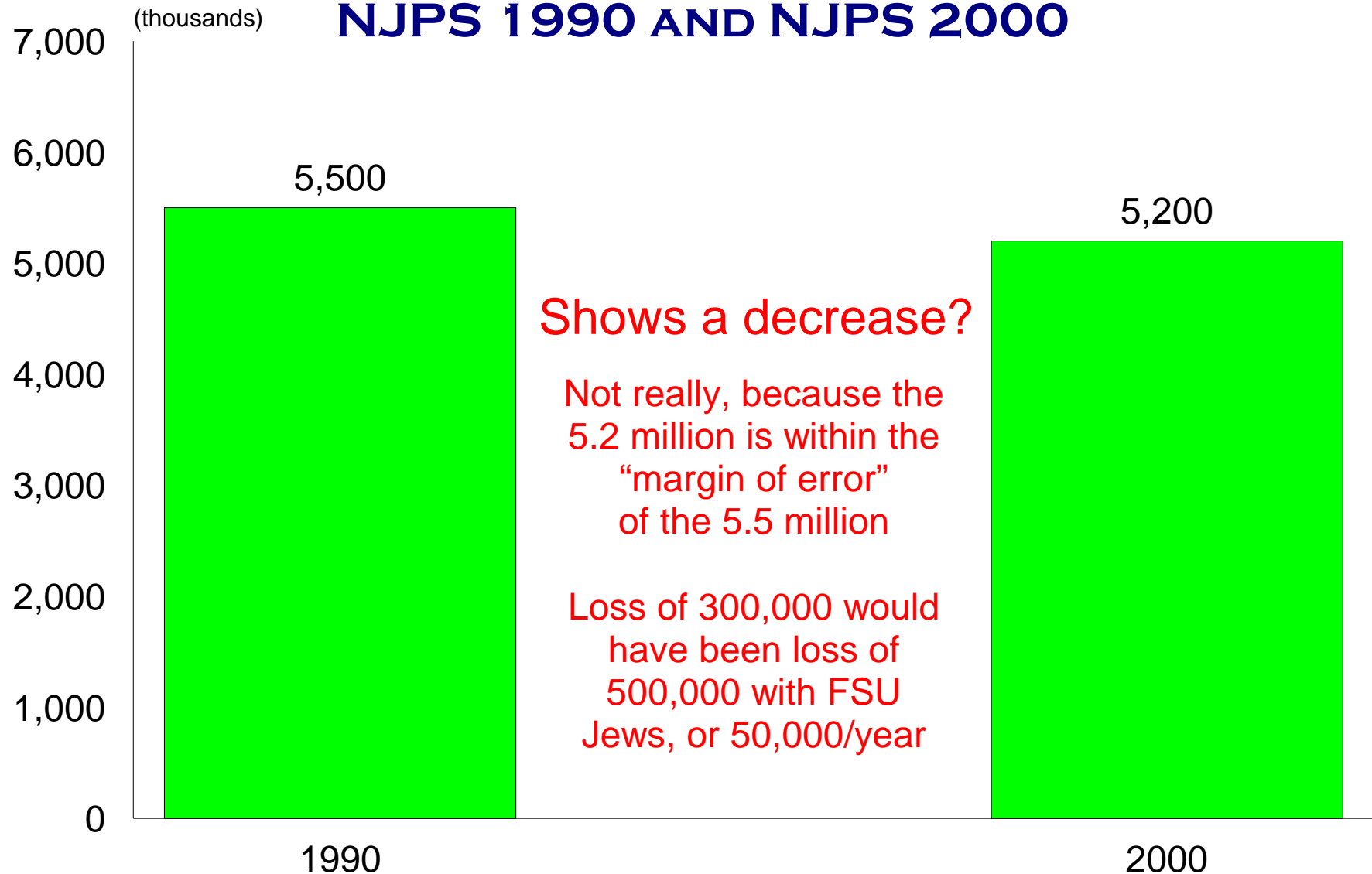


May 5,
1964

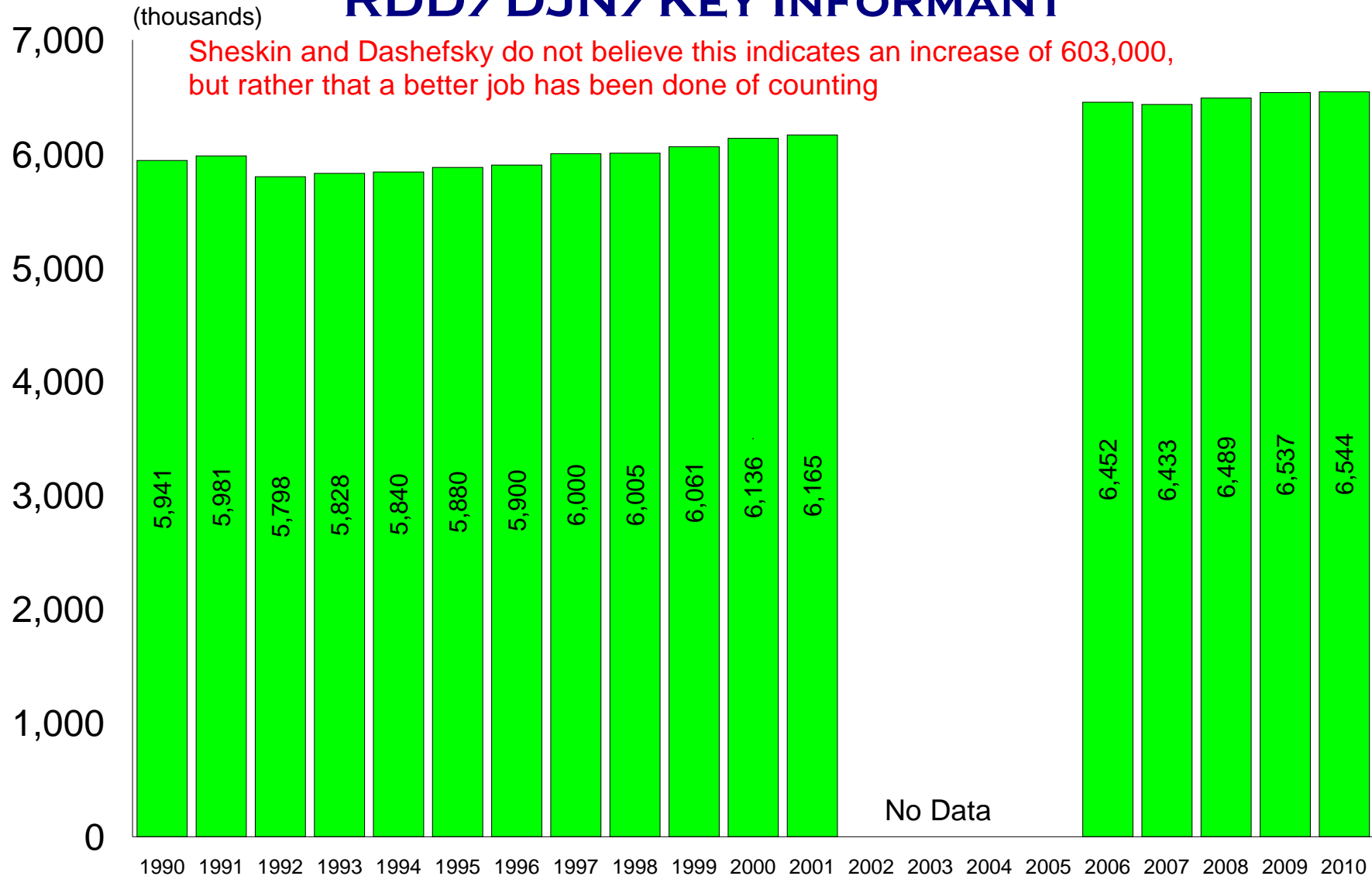


1986 -Essays on the “Ever-Dying People”

NUMBER OF AMERICAN JEWS FROM NATIONAL JEWISH RDD SURVEYS: NJPS 1990 AND NJPS 2000



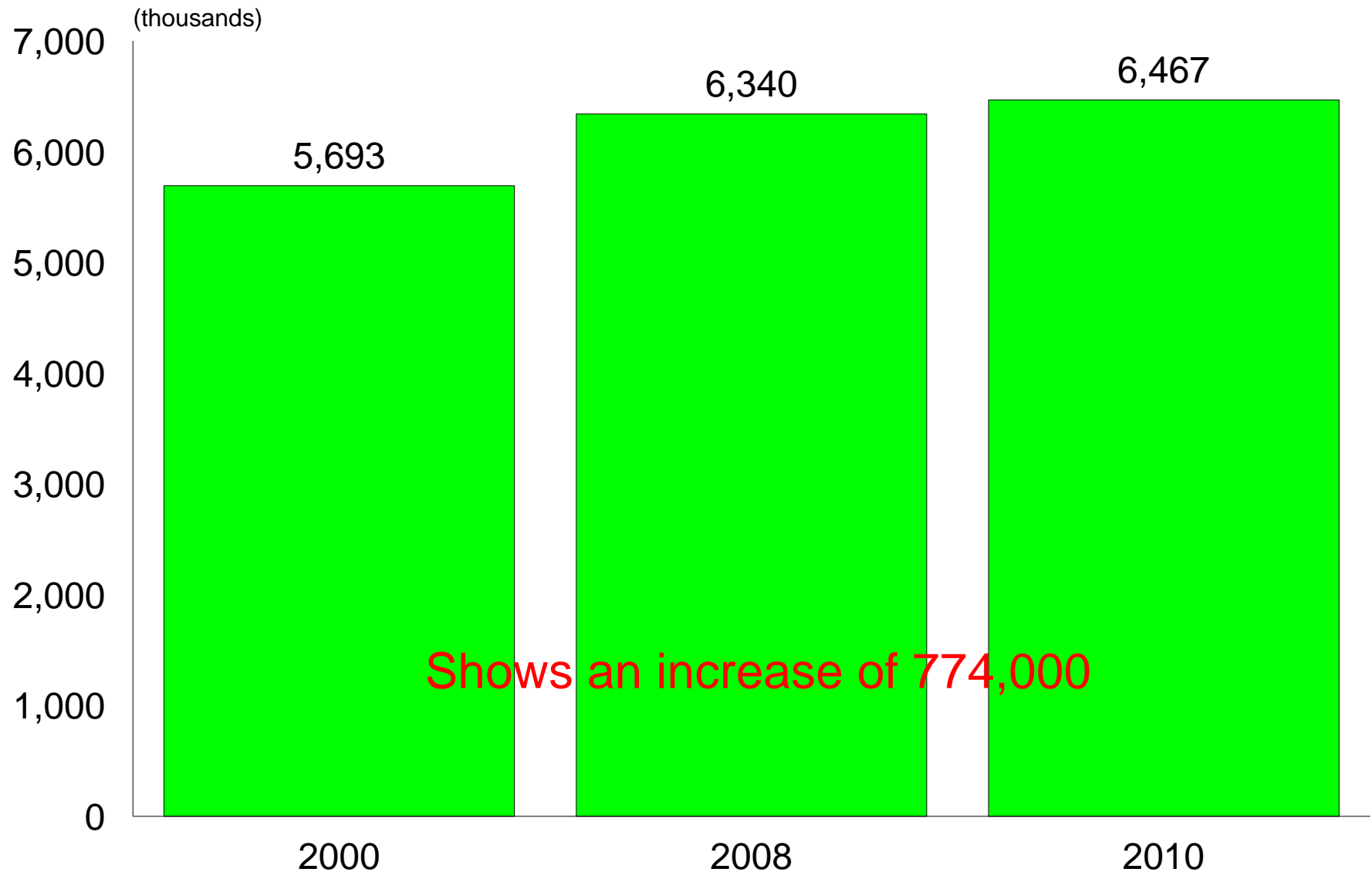
NUMBER OF AMERICAN JEWS FROM *AMERICAN JEWISH YEAR BOOK* ESTIMATES RDD/DJN/KEY INFORMANT



Source: *American Jewish Year Book* (Schwartz and Scheckner until 2001, Sheskin and Dashefsky 2006-2010)

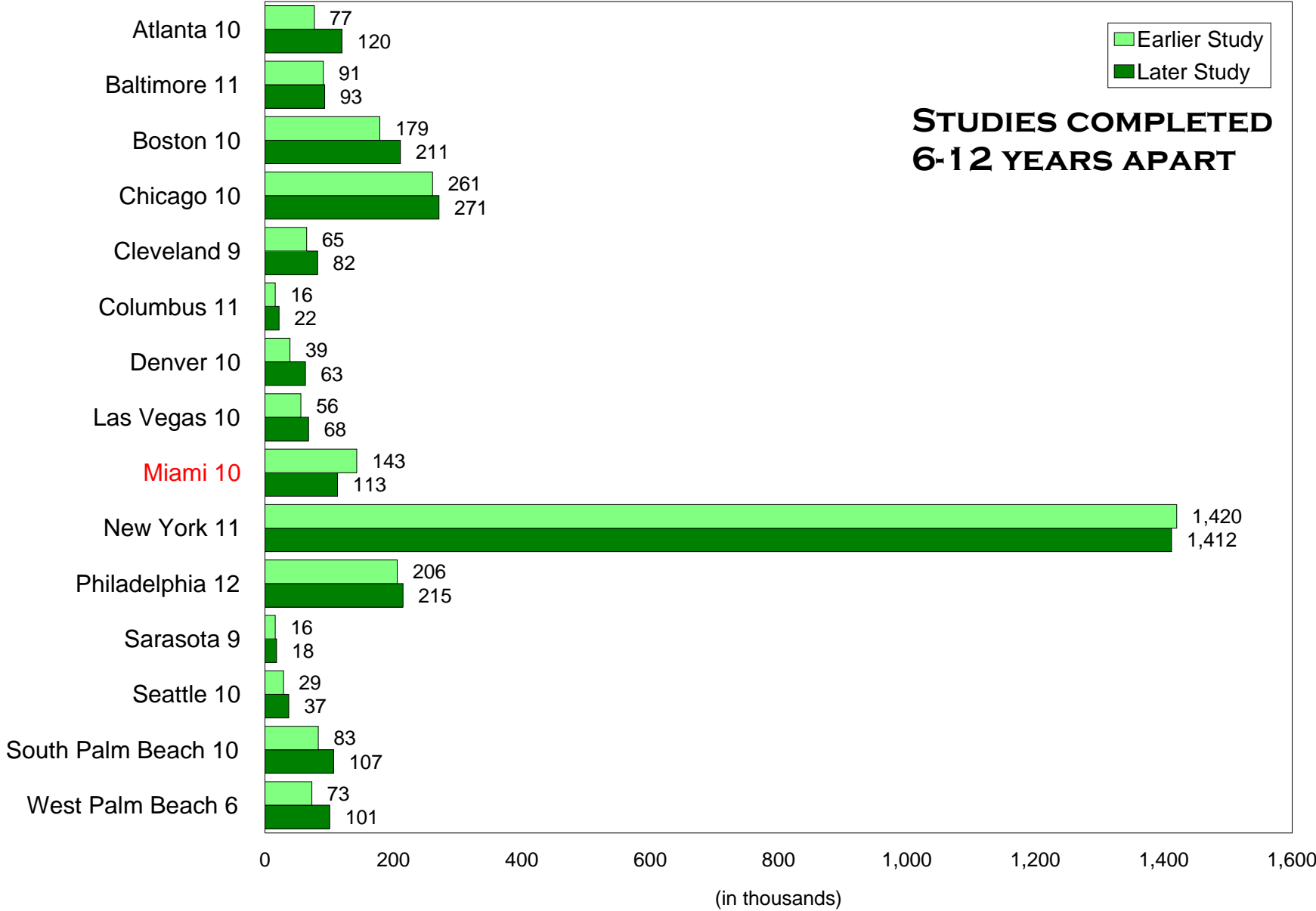
23

NUMBER OF AMERICAN JEWS FROM SSRI META-ANALYSIS



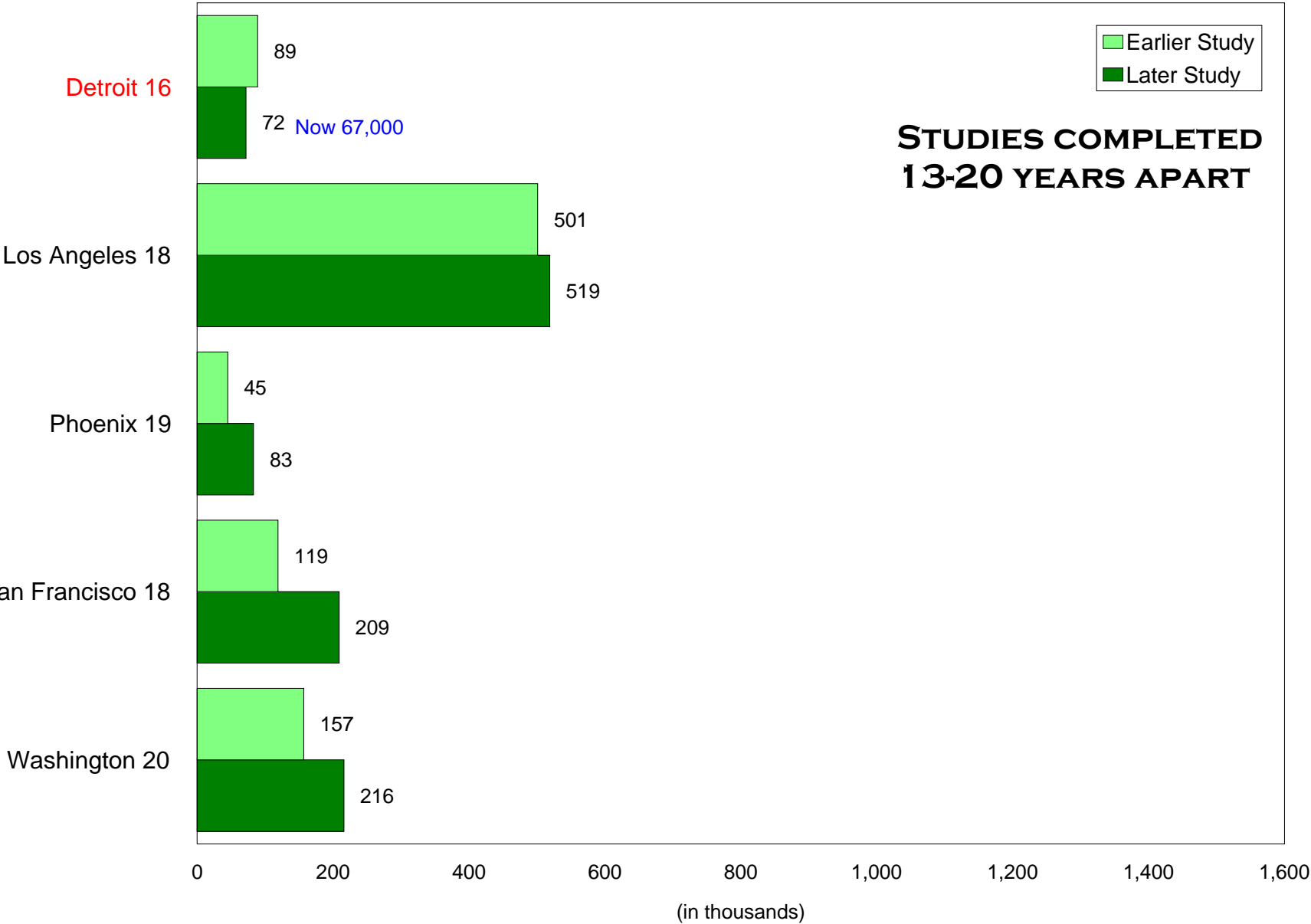
CHANGES IN THE JEWISH POPULATION

RDD ESTIMATES ONLY



CHANGES IN THE JEWISH POPULATION

RDD ESTIMATES ONLY



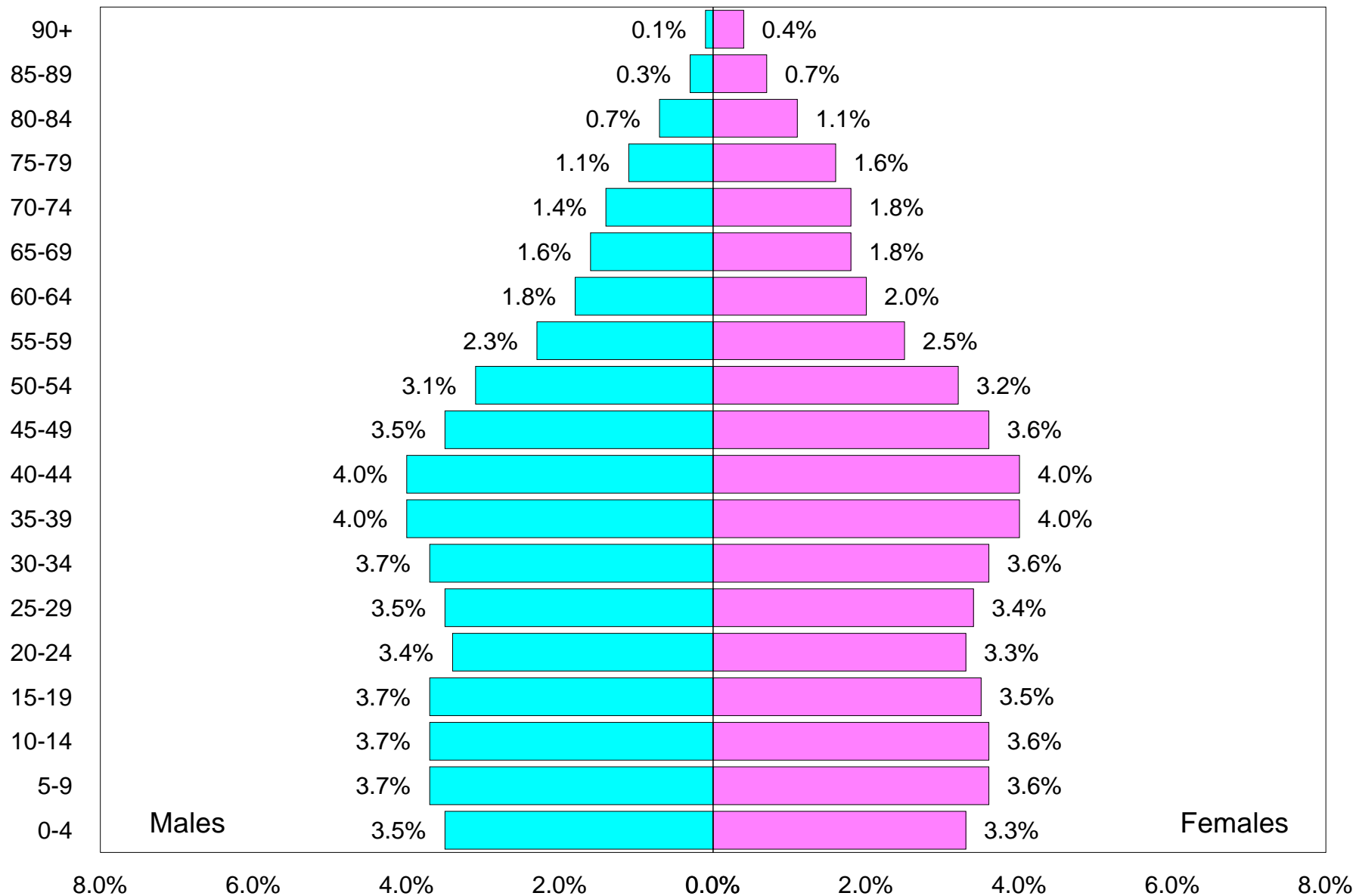
INCREASING, DECREASING, OR REMAINING THE SAME?

- The data seem to show a Jewish population that has remained relatively constant over the past 20 years:
 - But, only because of 335,000 FSU Jews by the year 2000 (now grown to at least 500,000 and maybe as much as 700,000 today)
- Likely to decrease in the future due to:
 - a very low fertility rate of 1.9, of which 1.4 will be raised as Jews (2.15 is replacement rate)
 - a high percentage of elderly
 - a significant number of persons who “opt out”

AGE DISTRIBUTION-ALL AMERICANS - 2000

Median Age is 35 Years 12% are Age 65 and Over 6% are Age 75 and Over

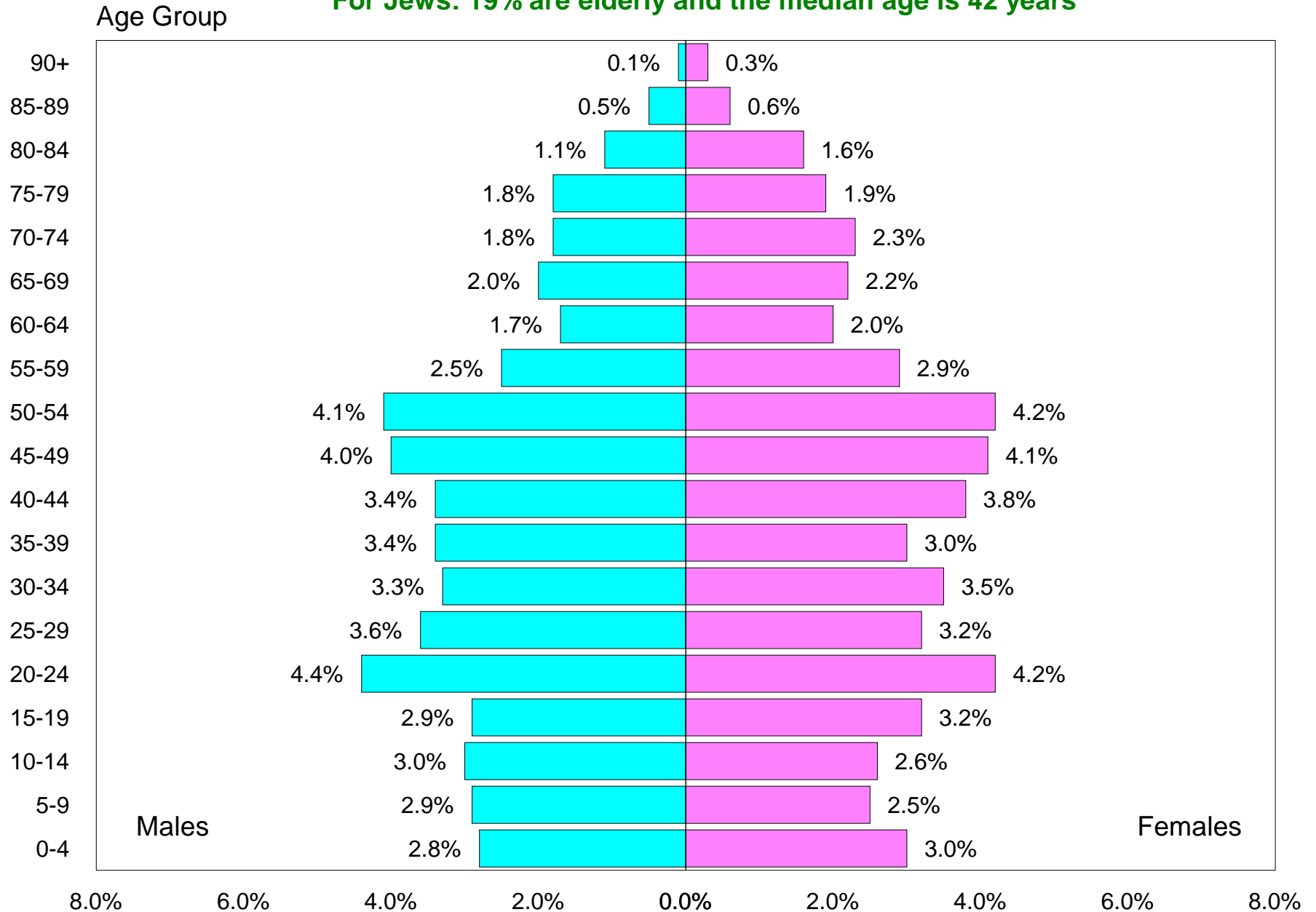
Age Group



AGE DISTRIBUTION-PERSONS IN JEWISH HOUSEHOLDS - 2000

Median Age is 39 Years 16% are Age 65 and Over 8% are Age 75 and Over

For Jews: 19% are elderly and the median age is 42 years



POLITICAL IMPLICATIONS

- Jews are either 1.7% or 2.1% of the American population depending on whether NJPS or CJPR is correct
- Jewish political influence comes from the Electoral College and from Jews concentrating in certain states (see Trend 3)
- Political influence will be dependent on a core group of politically-active Jews who donate and campaign
- But eventually, decreasing numbers will impact the ability of the Jewish community to influence policy

PSYCHOLOGICAL IMPLICATIONS

- Some Jews, who have themselves chosen to become less involved in Jewish life, feel that the "correctness" or "inevitability" of their choice has been confirmed by the fact that many others have followed the same path
- Other Jews have reacted with alarm at the implications of these findings. Jewish continuity was made a priority in many American Jewish communities, leading to additional funding for both formal and informal Jewish education and for programs like birthright Israel (see Trend 5)

ECONOMIC IMPLICATIONS

- Cost of being Jewish is often a major reason for non-participation
- As the number of Jews decreases, particularly in small communities, the costs of running the community per remaining household increases
- Miami decreasing from 143,000 Jews to 113,000 Jews over a decade (20%) has less impact than decreases in small communities. If San Antonio lost 20% of its 9,200 Jews, Jewish institutions in San Antonio would be much more impacted than in a larger community like Miami

LIKE MARK TWAIN, WHO READ HIS OWN OBITUARY IN THE NEWSPAPER, AMERICAN JEWS CAN RESPOND THAT THE REPORT OF THEIR DEATH “IS HIGHLY EXAGGERATED”

- The US now has:
- Hundreds of College Judaic Studies Programs with thousands of courses and thousands of students. Almost none of this existed 50 years ago
- Thousands of Jewish and Israel-oriented websites
- More than 60 Florence Melton Adult Mini-Schools have opened since 1986
- Chabad and Aish HaTorah are flourishing and attracting many non-Orthodox Jews
- More than 50 Jewish museums
- Jewish Book Fairs, Jewish Film Festivals, and Israel Independence Day celebrations are attracting hundreds of thousands each year

FURTHER SIGNS OF STRENGTH

- Foundation for Jewish Camp supports more than 150 Jewish camps throughout the US
- Taglit - Birthright Israel has taken over 150,000 American Jewish youth to Israel on free ten-day educational trips
- Hillel on the college campus has seen significant strengthening
- More than 100 Chabad Houses on US campuses
- Number of synagogues increased from 2,851 in 1936 to 3,727 in 2001

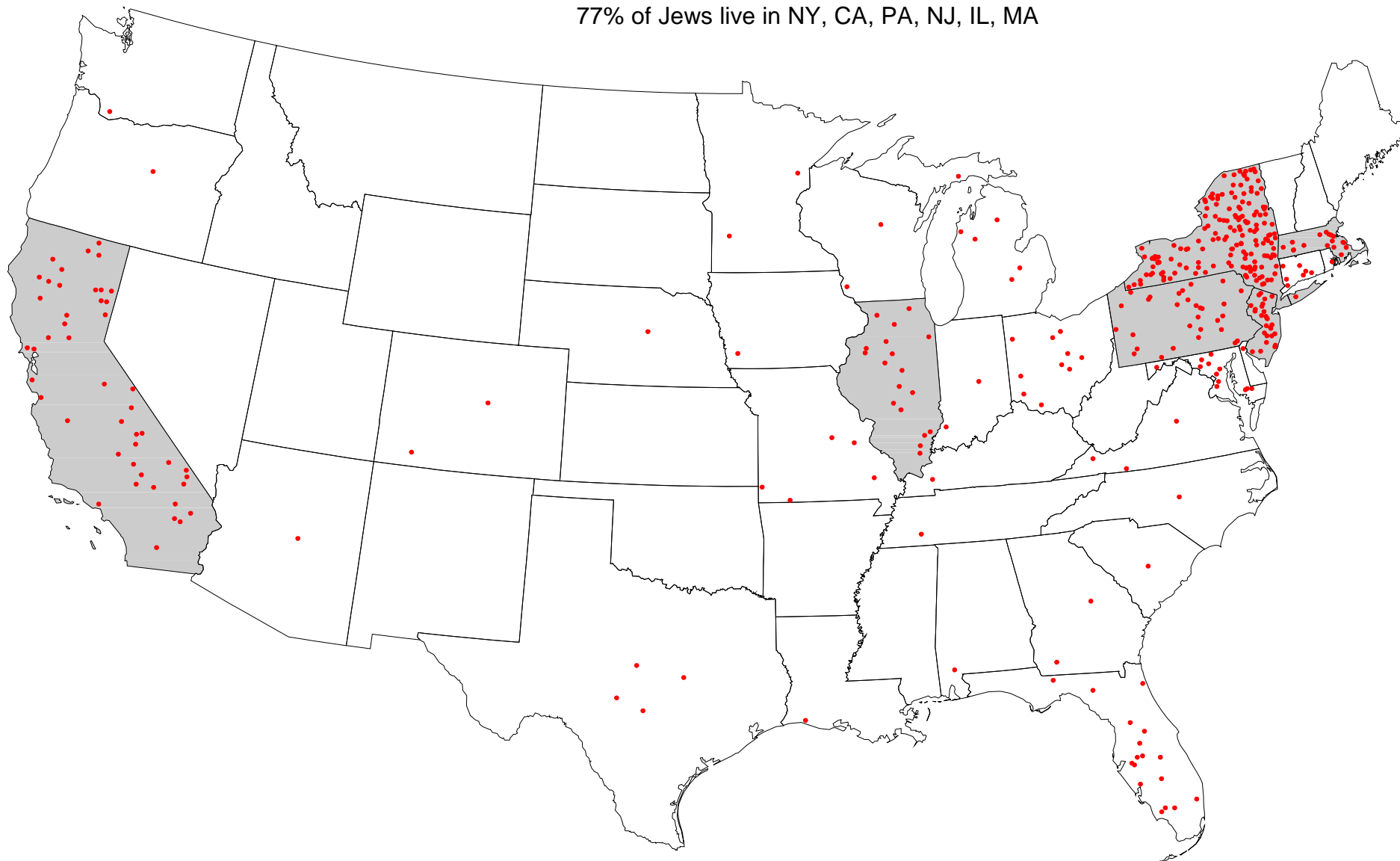
FURTHER SIGNS OF STRENGTH

- In Judaism, in addition to a small but detectable surge in the Orthodox denomination, even the moderate Conservative and the progressive Reform denominations are shifting toward the older ways, including the use of more Hebrew in the services or stricter observance of the Halakha.
- Many young adults who are joining independent minyanim are drawn in part by the commitment to traditional liturgical practices and observances.
- Reform may still be the largest Jewish denomination in America, but much of the faith's vitality is devoted to recapturing those traditions that modernizers dismissed as relics.
- Modified from *US News and World Report*, December 13, 2007

TREND 3
CHANGING GEOGRAPHIC DISTRIBUTION

Geographic Distribution of Jewish Population 1970

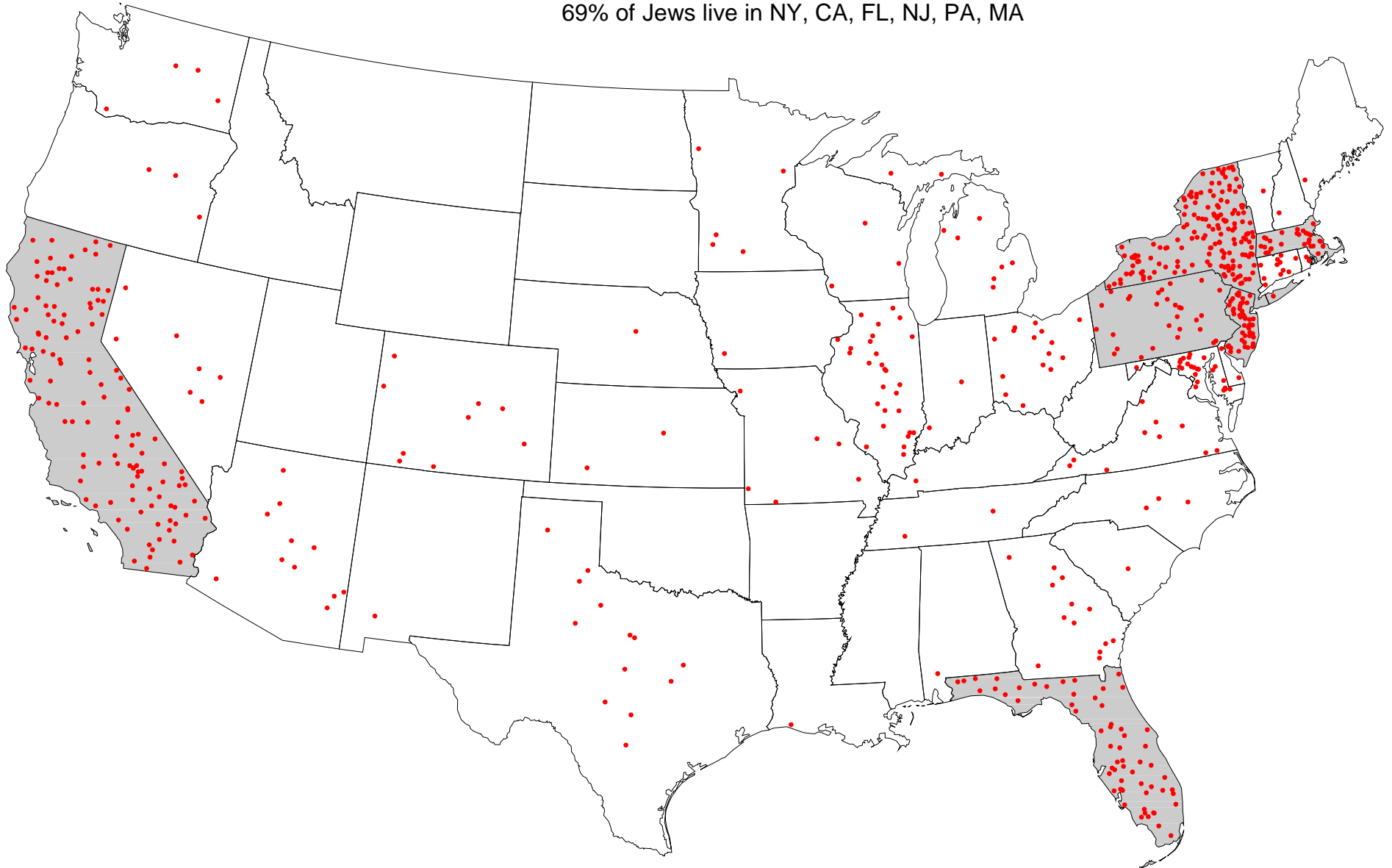
42% of Jews live in New York
77% of Jews live in NY, CA, PA, NJ, IL, MA



Each dot represents 10,000 Jews
Dots are randomly placed within each state

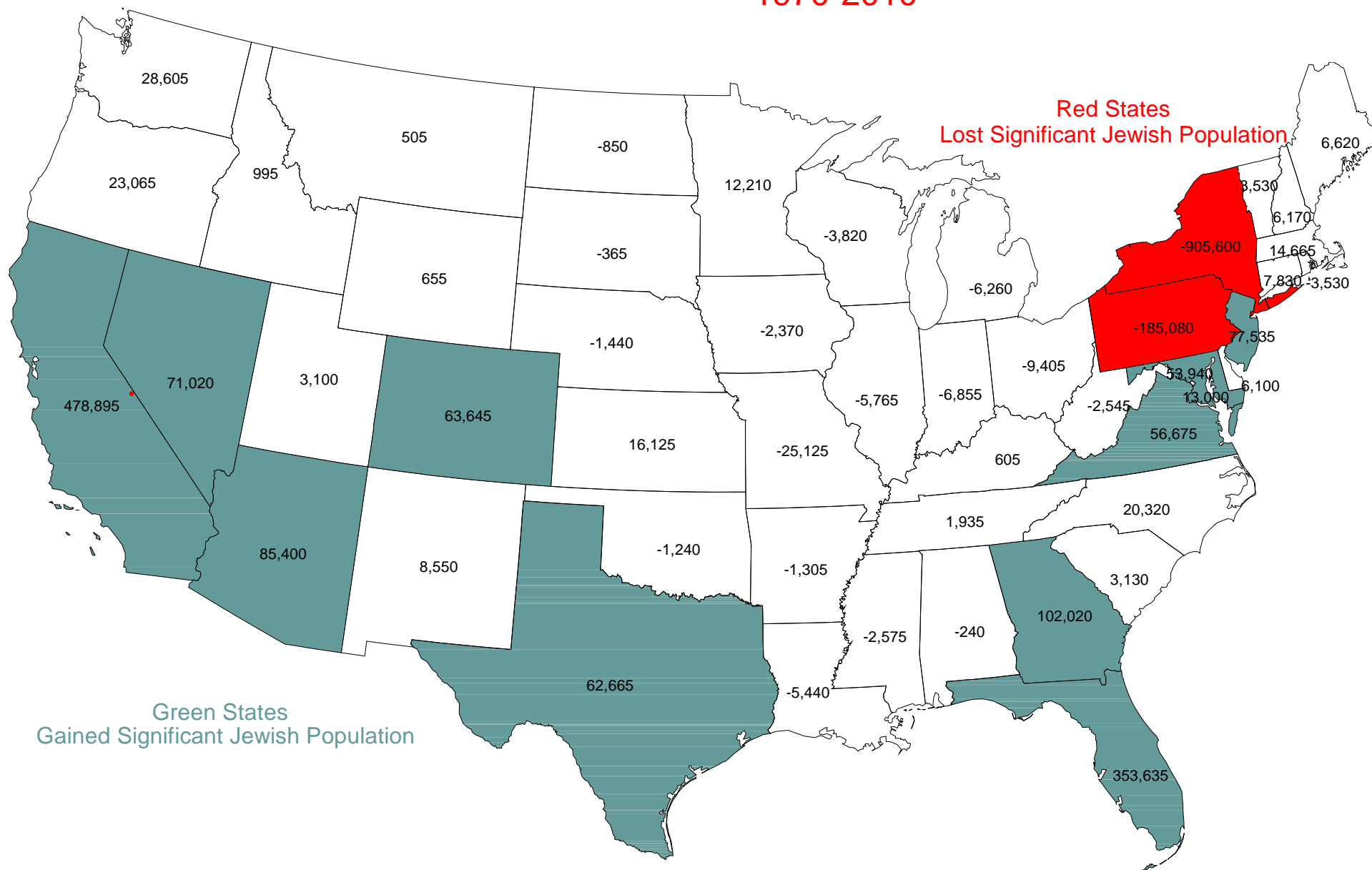
Geographic Distribution of Jewish Population 2010

25% of Jews live in New York
69% of Jews live in NY, CA, FL, NJ, PA, MA

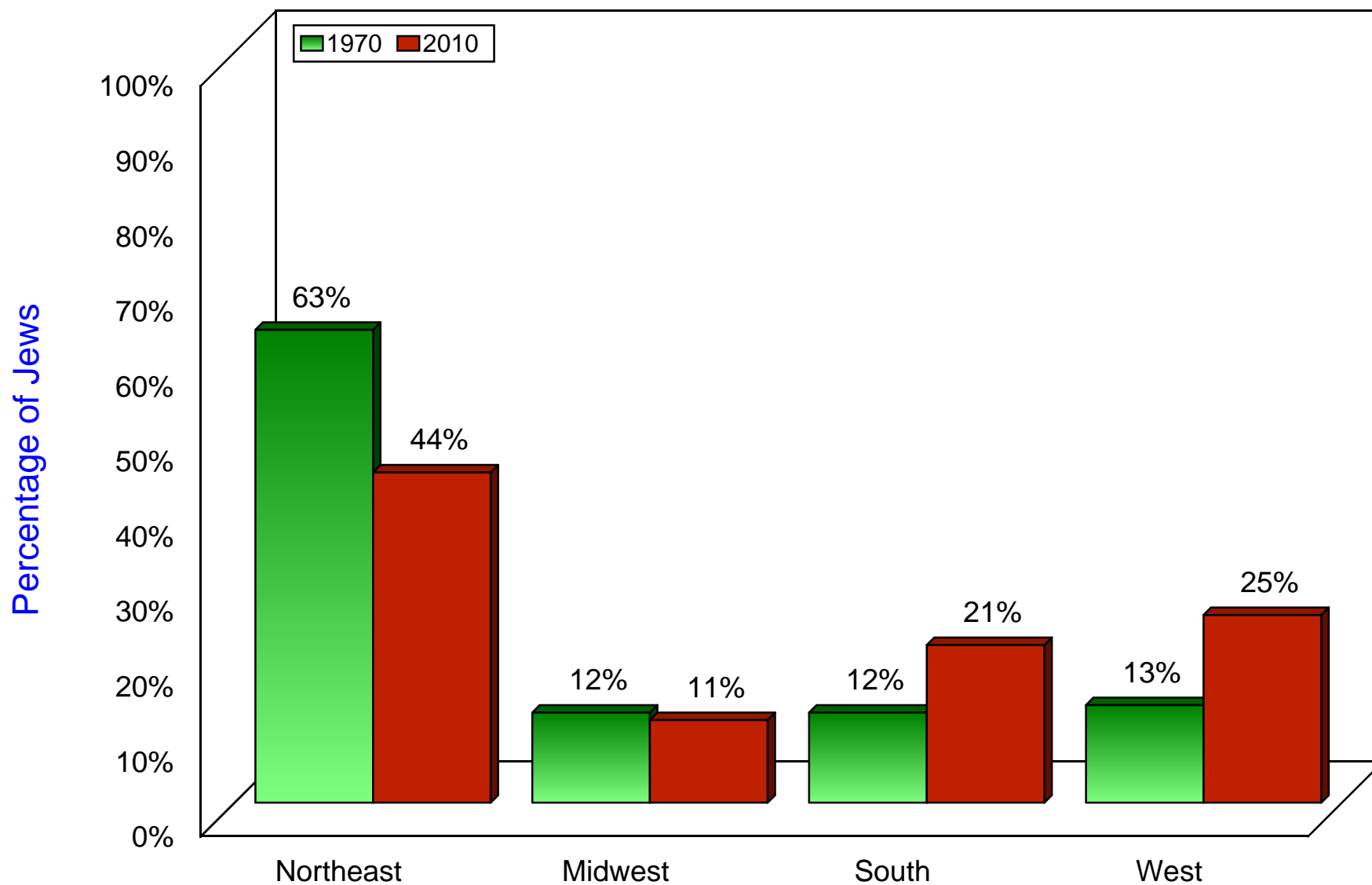


Each dot represents 10,000 Jews
Dots are randomly placed within each state

Changes in Geographic Distribution of Jewish Population 1970-2010



GEOGRAPHIC SHIFT IN JEWISH POPULATION

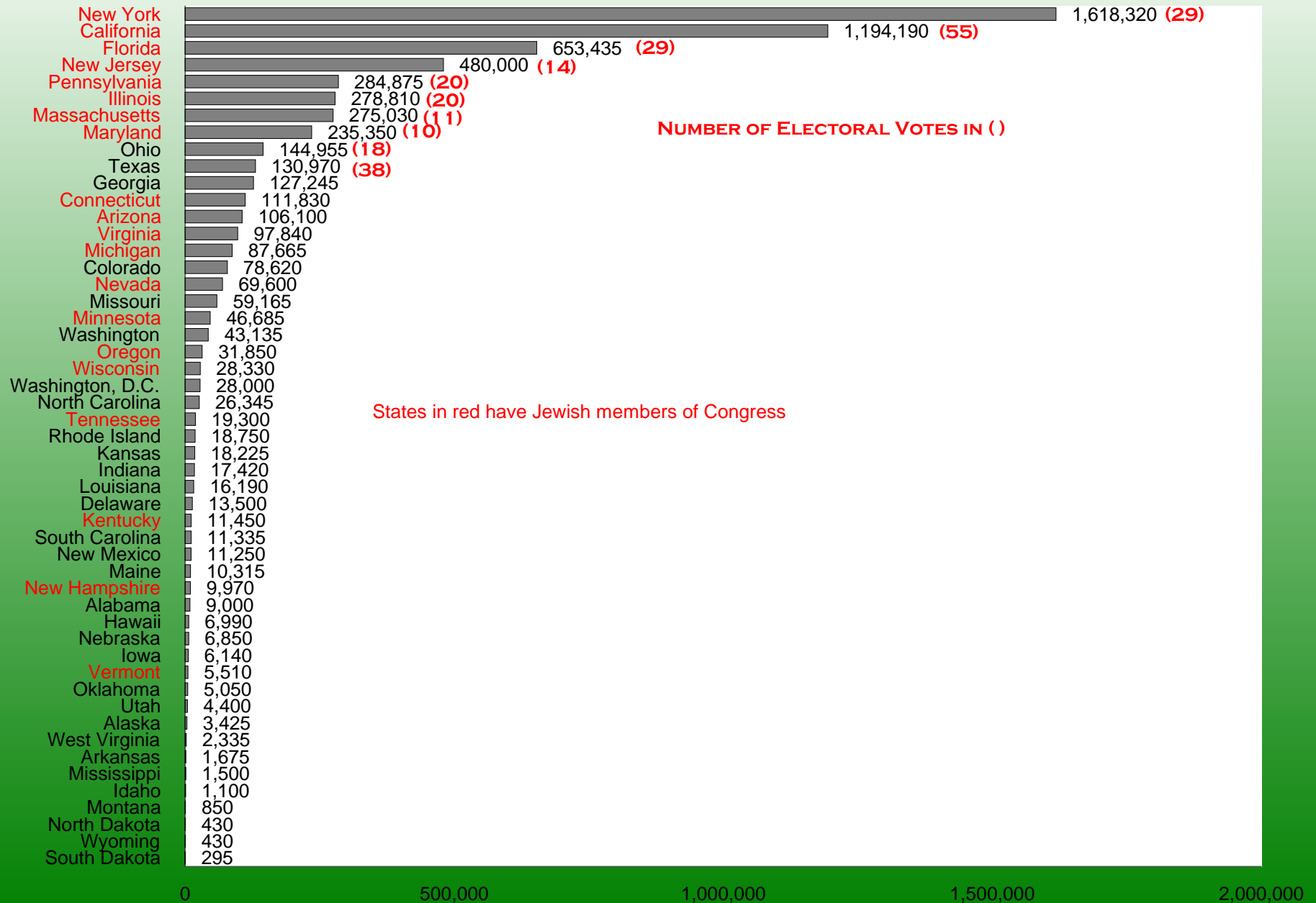


Source: 1970: *American Jewish Year Book*

2010: *Current Jewish Population Reports* (Sheskin and Dashefsky)

STATES WITH THE LARGEST JEWISH POPULATION

(Number of Jews)

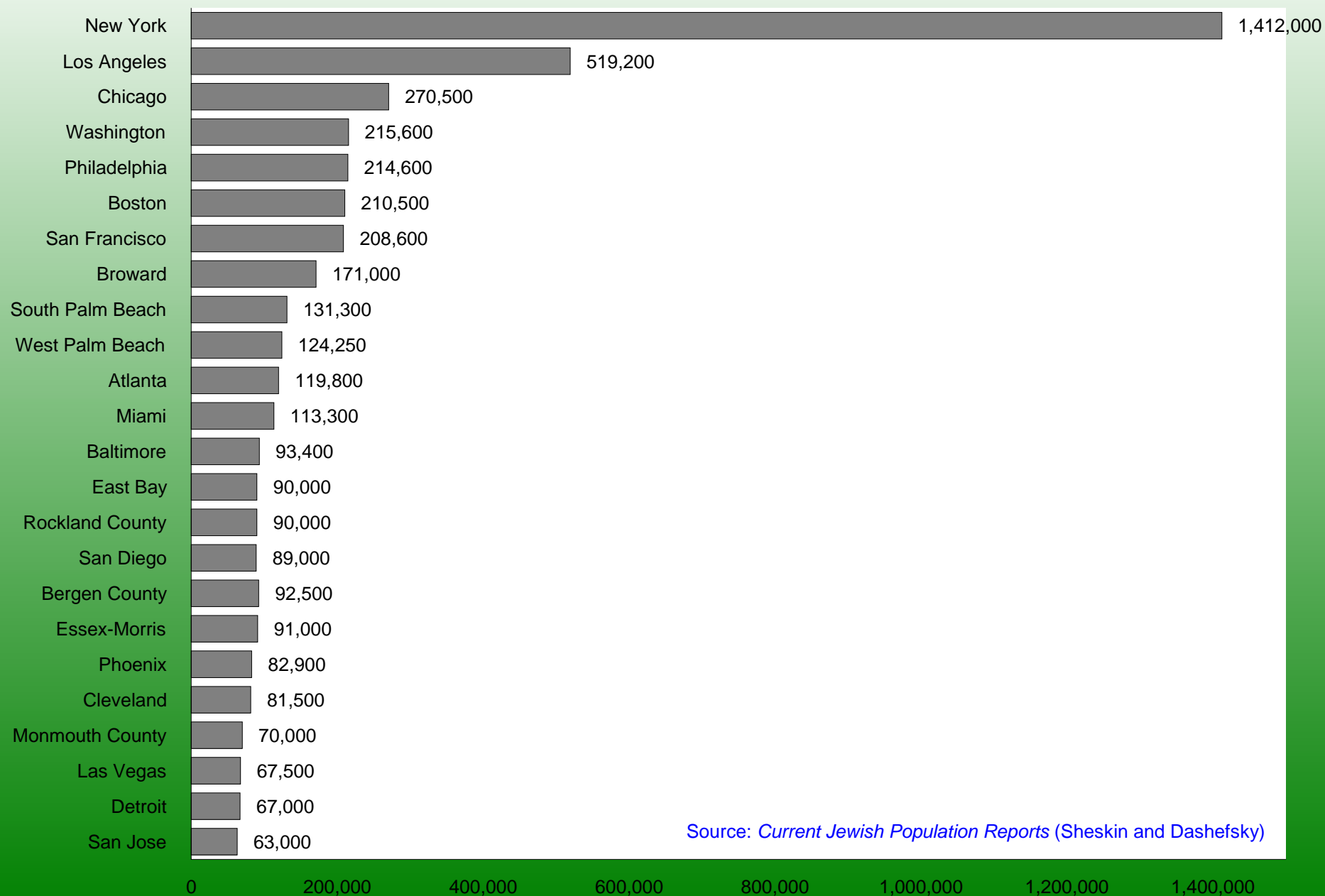


41 STATES WITH THE HIGHEST PERCENTAGE OF ITS RESIDENTS WHO ARE JEWISH



24 LARGEST AMERICAN JEWISH COMMUNITIES

(Number of Jews)



Source: *Current Jewish Population Reports* (Sheskin and Dashefsky)

IMPLICATIONS OF CHANGE IN GEOGRAPHIC DISTRIBUTION

- **Political**

- Top 4 states for Jewish population have 128 electoral votes
- Top 10 states have 246 electoral votes
- 269 electoral votes needed to win presidency
- Recall what a difference a few votes in Florida made in 2000

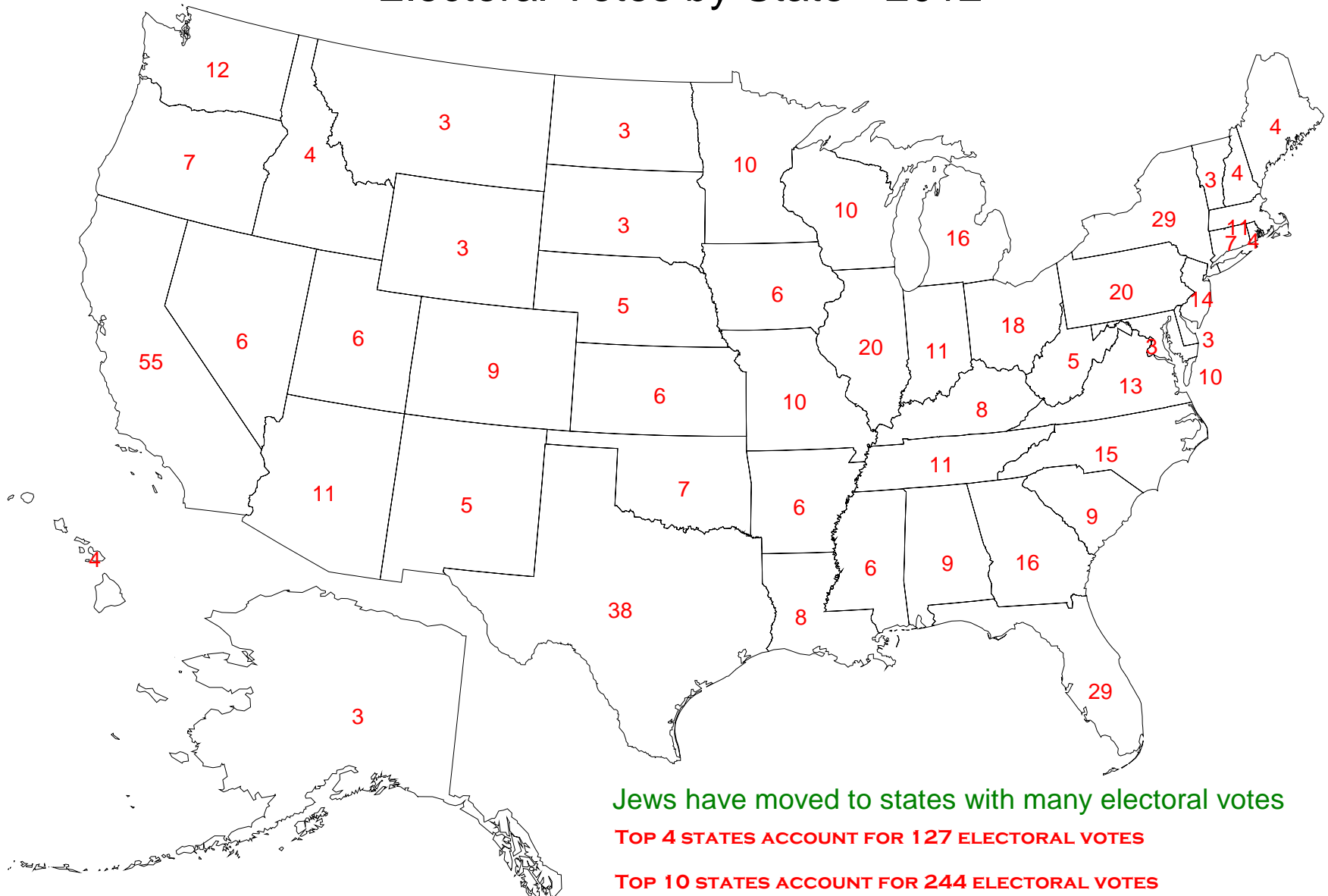
- **Economic**

- Need to rebuild infrastructure: synagogues, JCCs, Jewish day schools
- This need to rebuild infrastructure has also been affected by movement from urban to suburban areas

- **Social**

- Movement of Jews into areas with a low density of Jewish population contributes to friendship networks that contain many non-Jews, thus increasing intermarriage

Electoral Votes by State - 2012



Jews have moved to states with many electoral votes

TOP 4 STATES ACCOUNT FOR 127 ELECTORAL VOTES

TOP 10 STATES ACCOUNT FOR 244 ELECTORAL VOTES

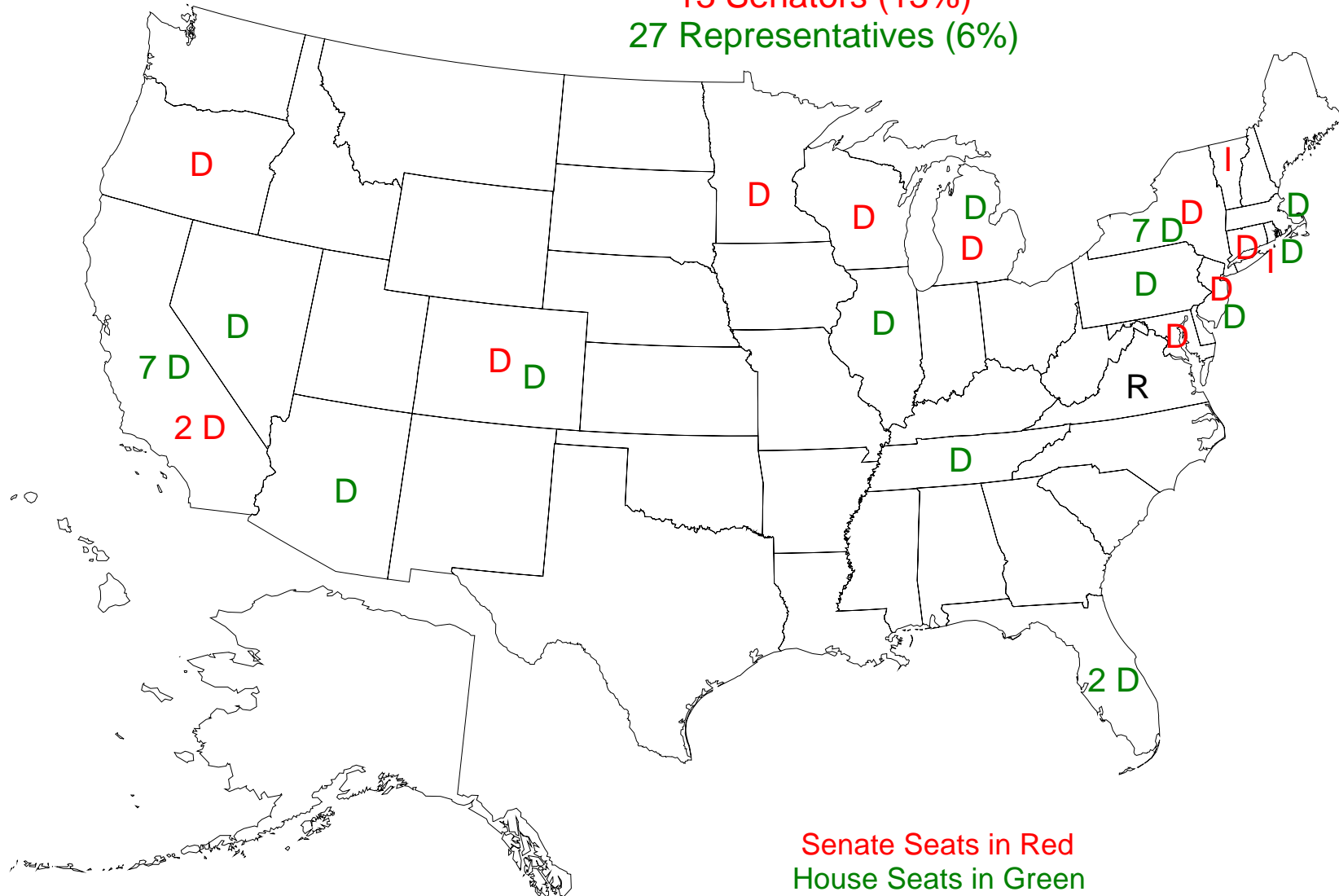
(270 ELECTORAL VOTES ARE NEEDED TO SECURE THE WHITE HOUSE)

RECALL WHAT A DIFFERENCE A FEW VOTES IN FLORIDA MADE IN 2000

JEWS IN CONGRESS 2009 (111TH)

13 Senators (13%)

27 Representatives (6%)



Jews get elected from states in which Jews are a tiny percentage of the population

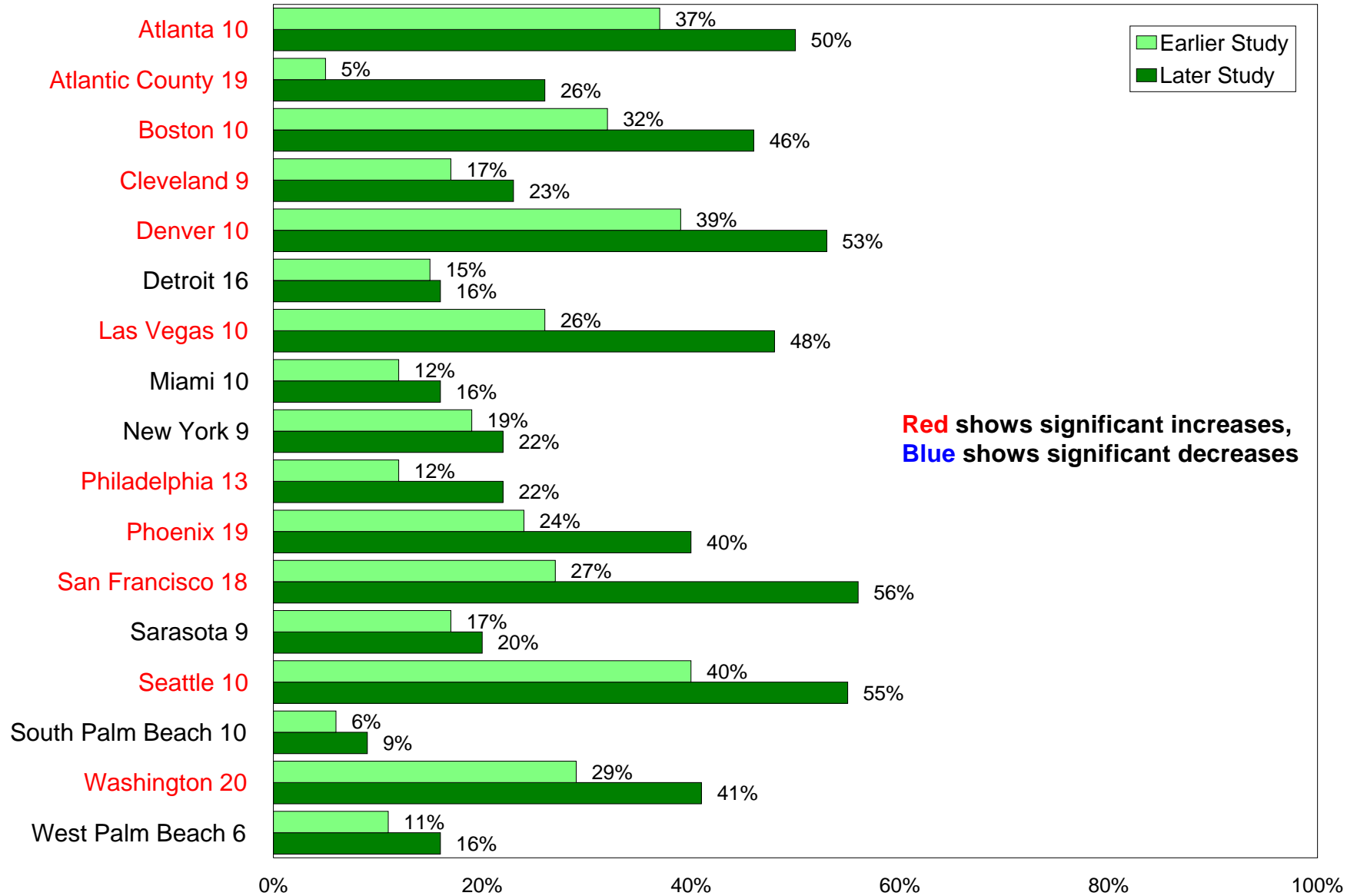
Senate Seats in Red
House Seats in Green
D = Democratic
R = Republican
I = Independent

TREND 4

**LOSS OF JEWISH POPULATION
DUE TO INTERMARRIAGE AND ASSIMILATION**

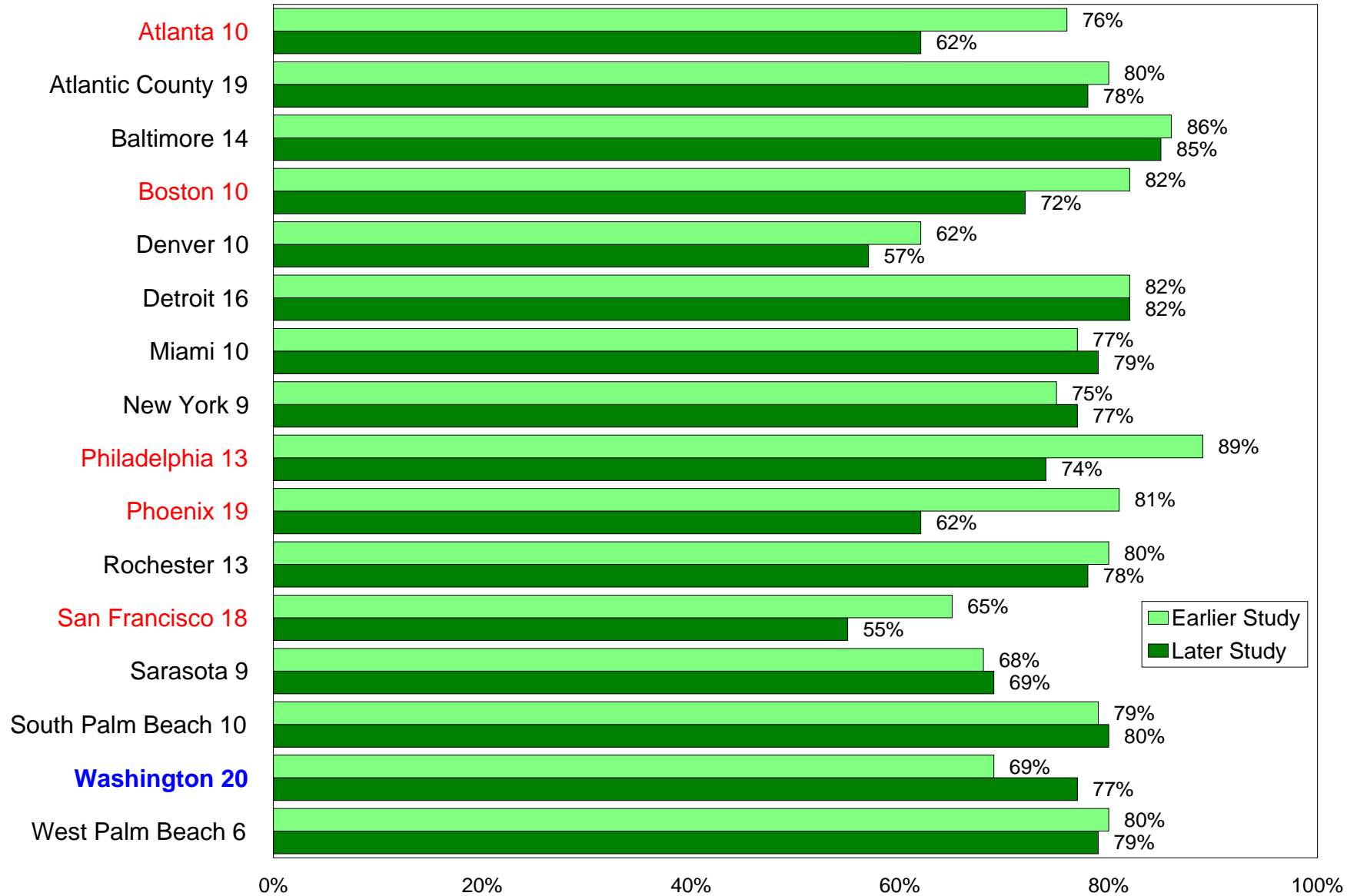
CHANGES IN COUPLES INTERMARRIAGE RATE

PERCENTAGE OF EXISTING COUPLES WHO ARE INTERMARRIED



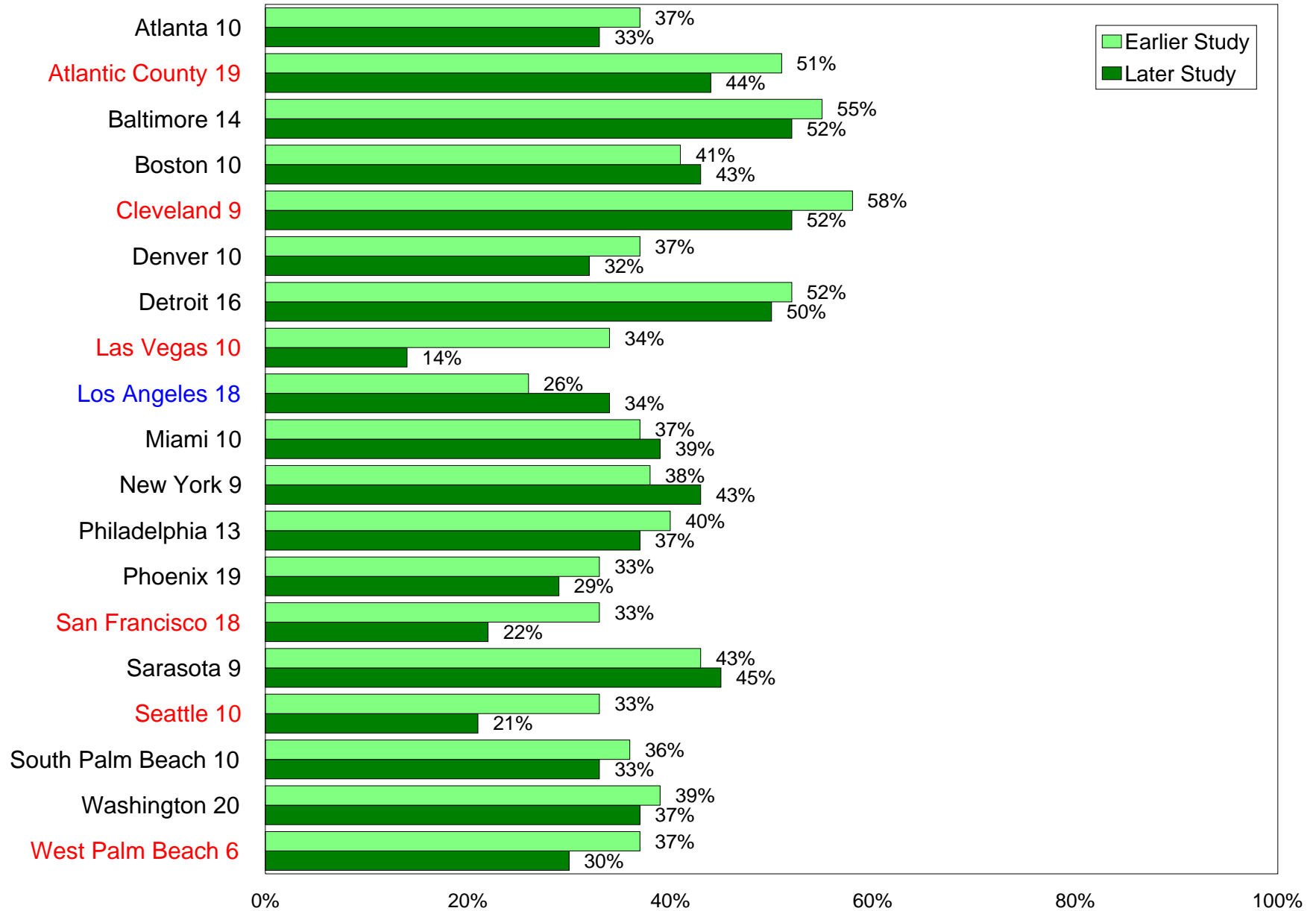
CHANGES IN ALWAYS/USUALLY PARTICIPATE IN A PASSOVER SEDER

Red shows significant decreases, Blue shows significant increases



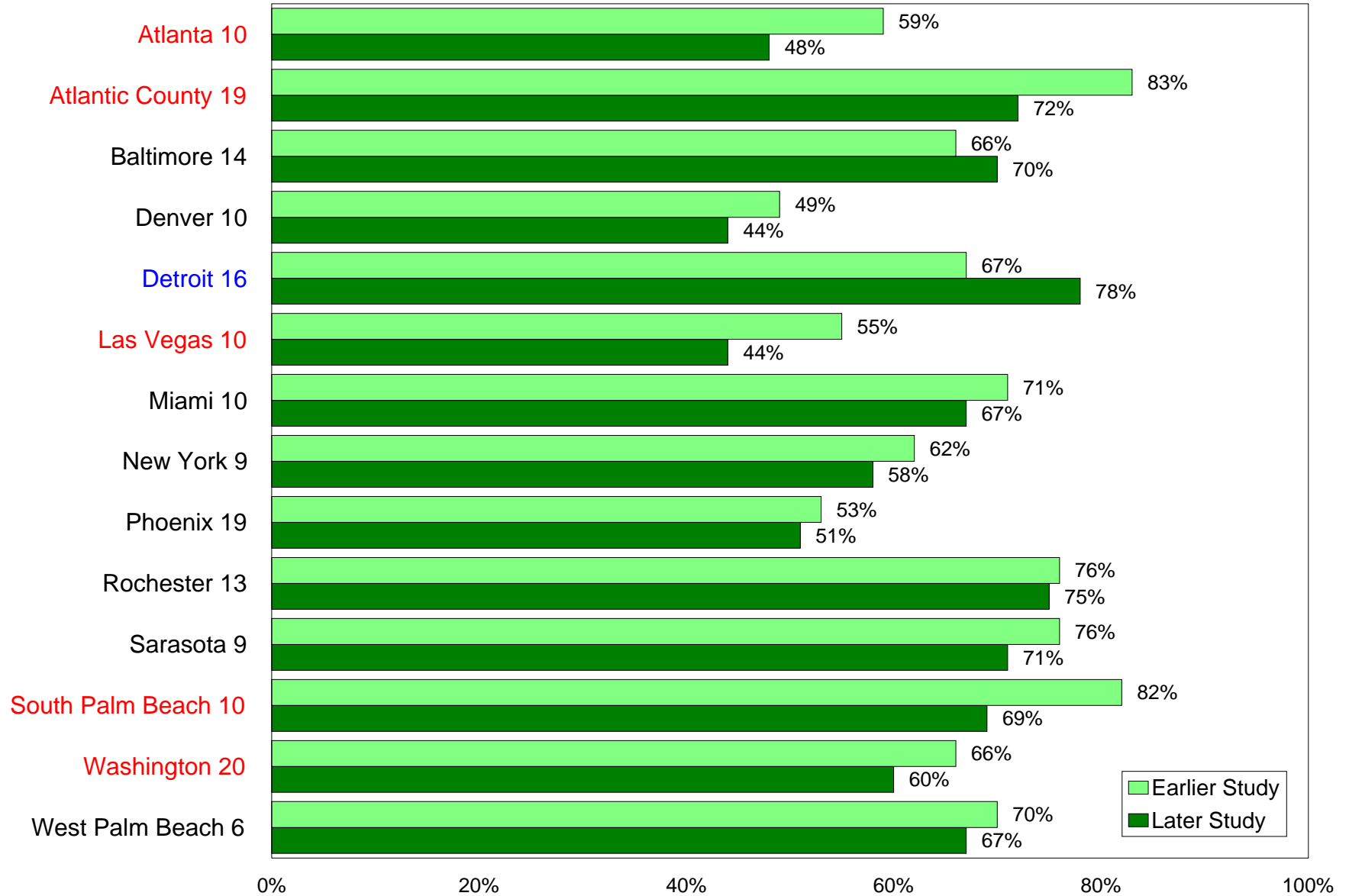
CHANGES IN SYNAGOGUE MEMBERSHIP

Red shows significant decreases, Blue shows significant increases



CHANGES IN DONATED TO JEWISH CHARITIES IN THE PAST YEAR

Red shows significant decreases, Blue shows significant increases



TREND 5:

**INVESTMENTS OF THE ORGANIZED JEWISH COMMUNITY
TO COUNTERACT THE FORCES OF ASSIMILATION**

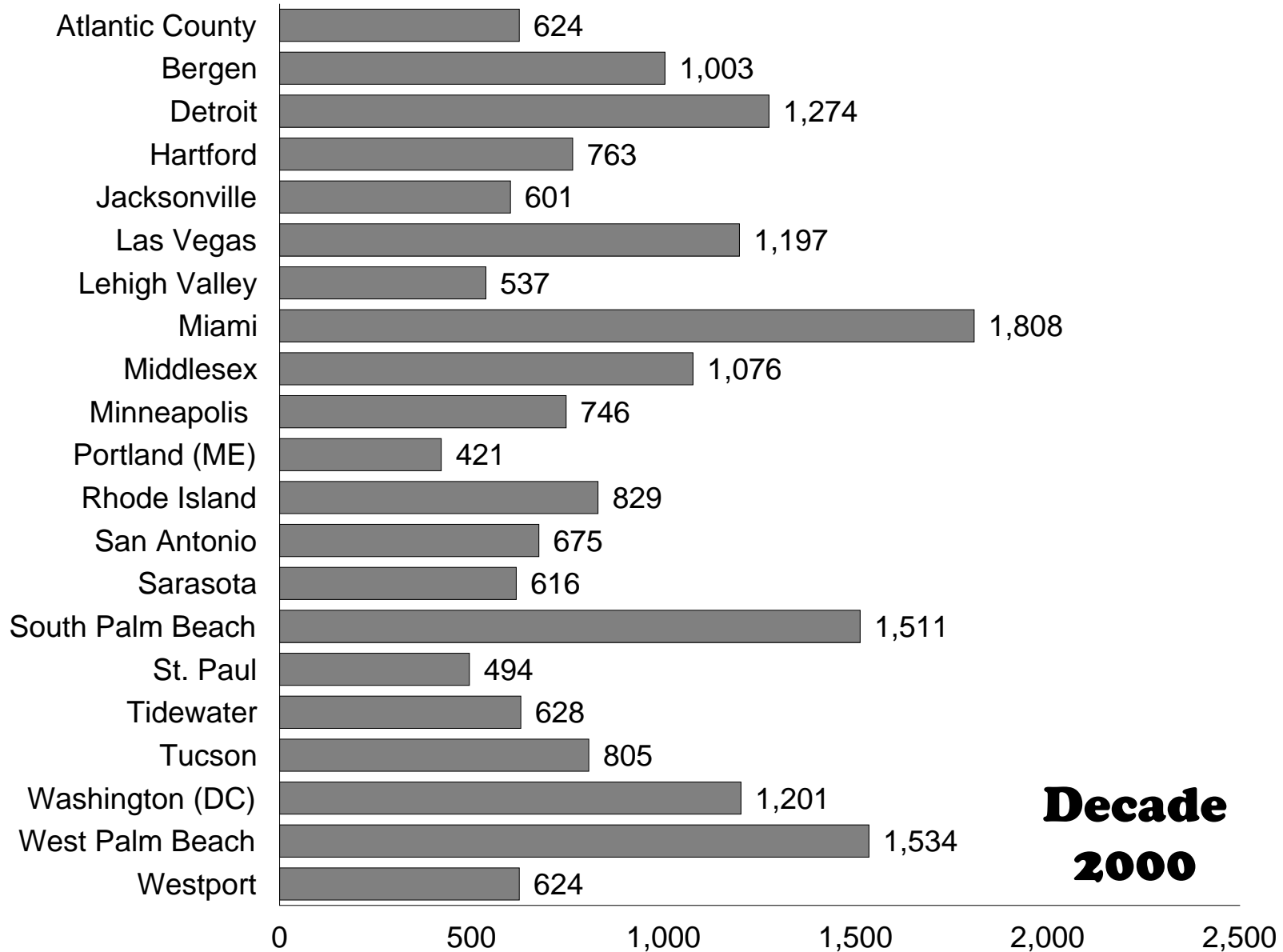
**JEWISH DAY SCHOOL
JEWISH OVERNIGHT CAMP
JEWISH YOUTH GROUP
HILLEL/CHABAD ON CAMPUS
TRIPS TO ISRAEL (BIRTHRIGHT)**

NEW DATA SOURCE: THE DECADE 2000 DATA SET

- 21 local Jewish community studies shown on next slide
- While not a random sample of all American Jews, the 19,000 interviews represent 536,000 Jewish households with 1,218,000 persons (about 20% of US Jewish households represented in this sample, but not a random sample of all American Jewish households)
- Random Digit Dialing and Distinctive Jewish Name sampling
- Contains 19,000 15-25 minutes interviews with randomly-selected households in each community
- All studies done by Sheskin from 2000-2008

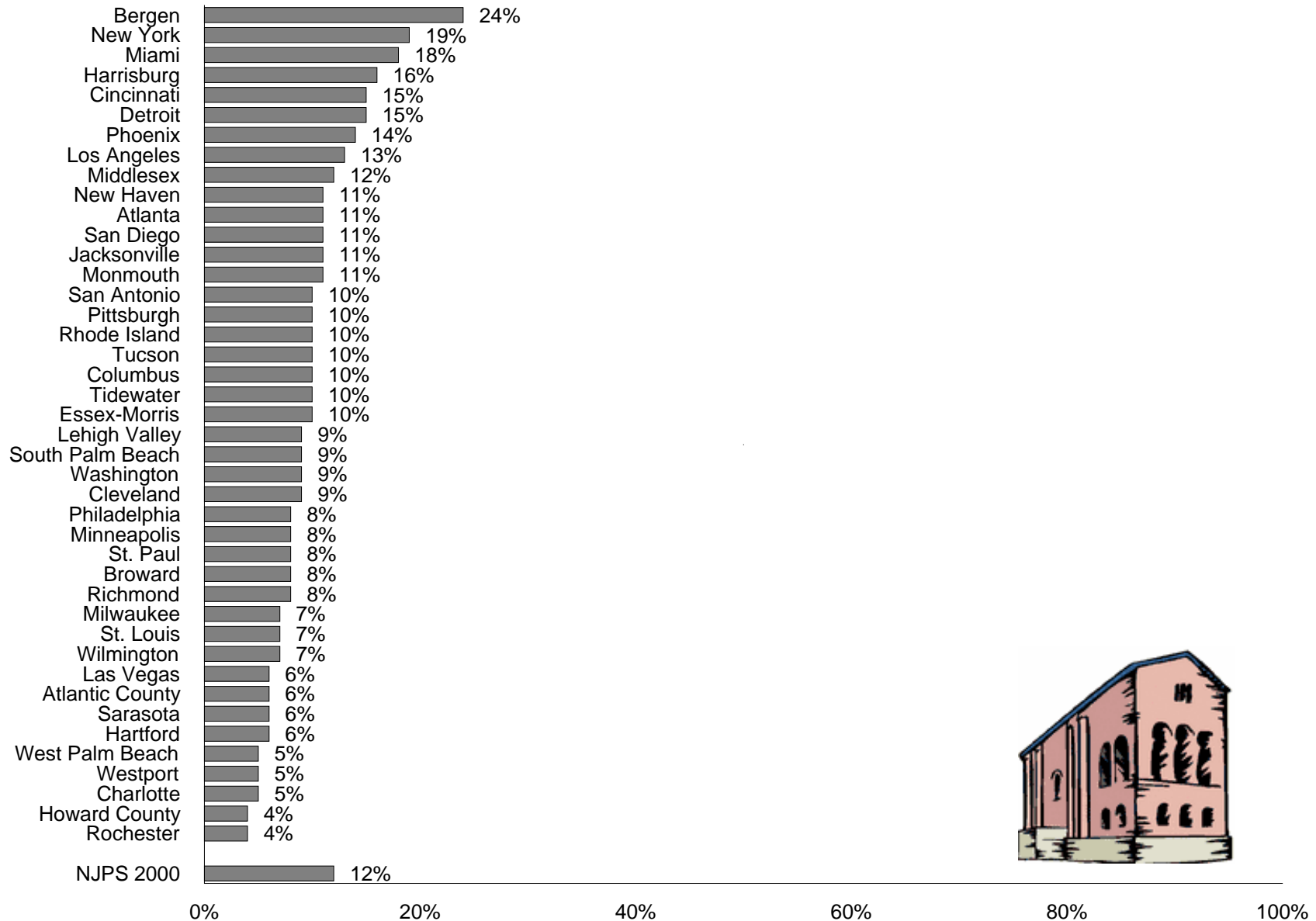
**Decade
2000**

SAMPLE SIZES OF LOCAL JEWISH COMMUNITY STUDIES THAT ARE PART OF THE DECADE 2000 DATA SET



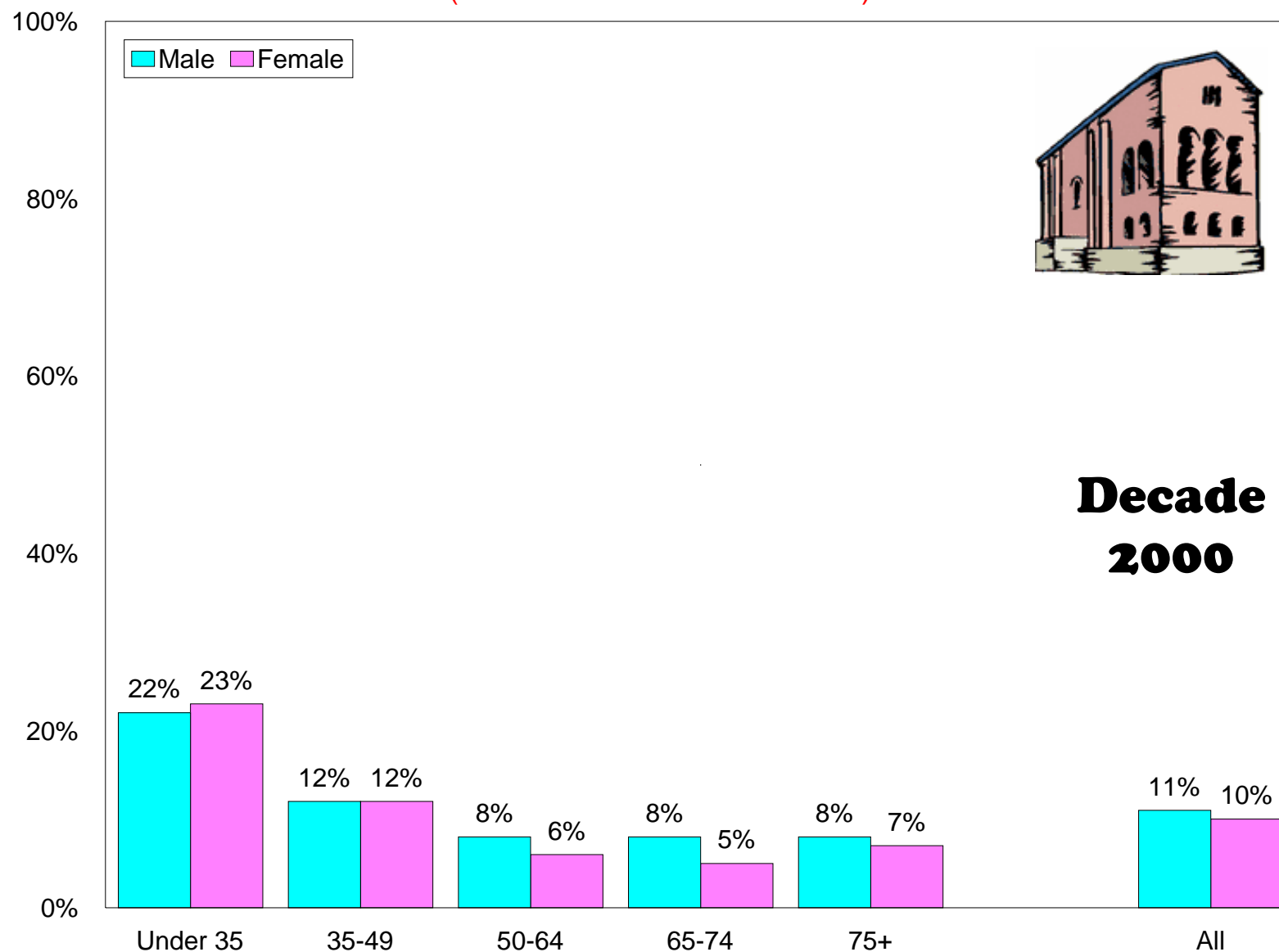
ATTENDED A JEWISH DAY SCHOOL AS A CHILD

(Born or Raised Jewish Adults)



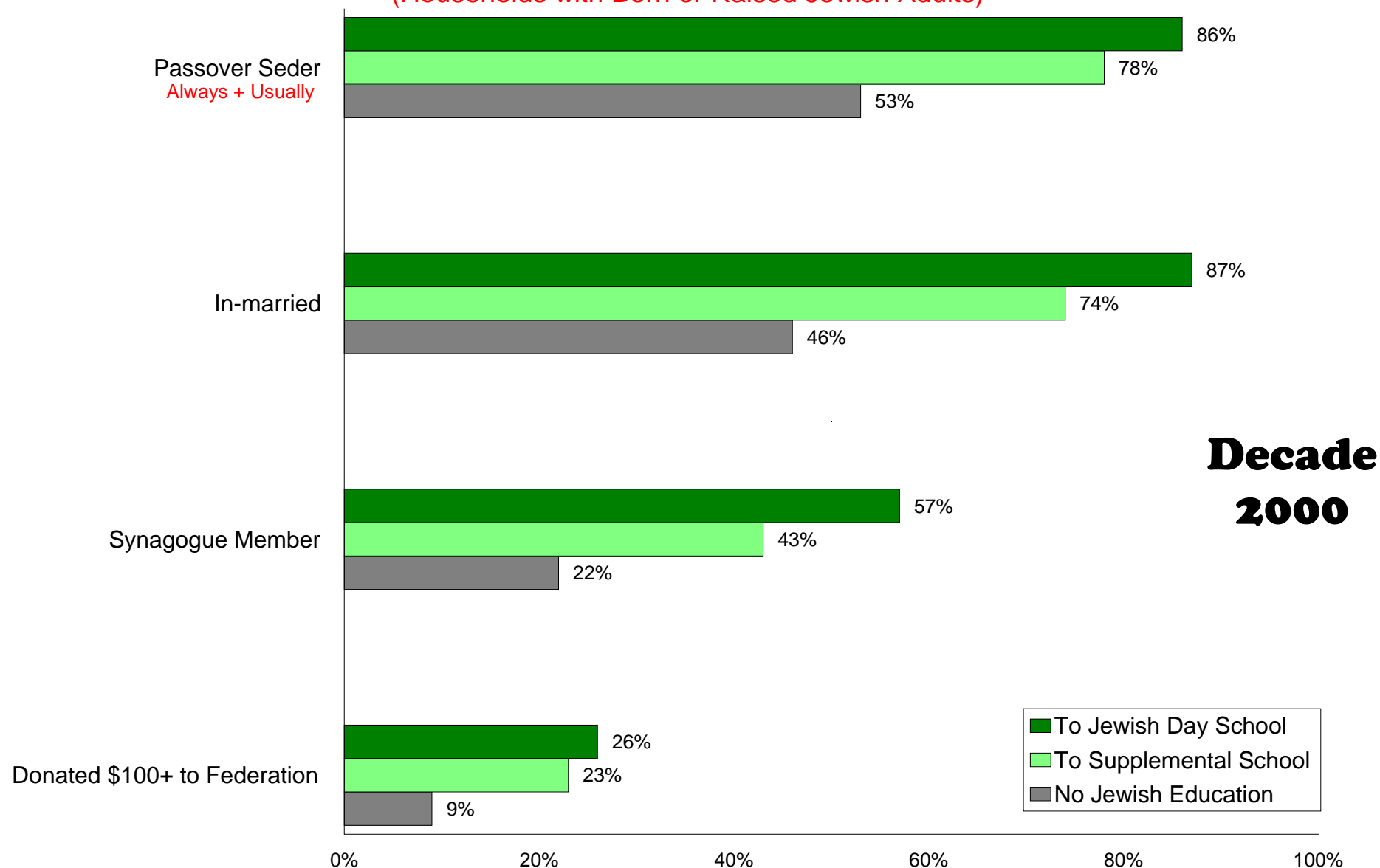
ATTENDED A JEWISH DAY SCHOOL AS A CHILD BY AGE AND SEX

(Born or Raised Jewish Adults)



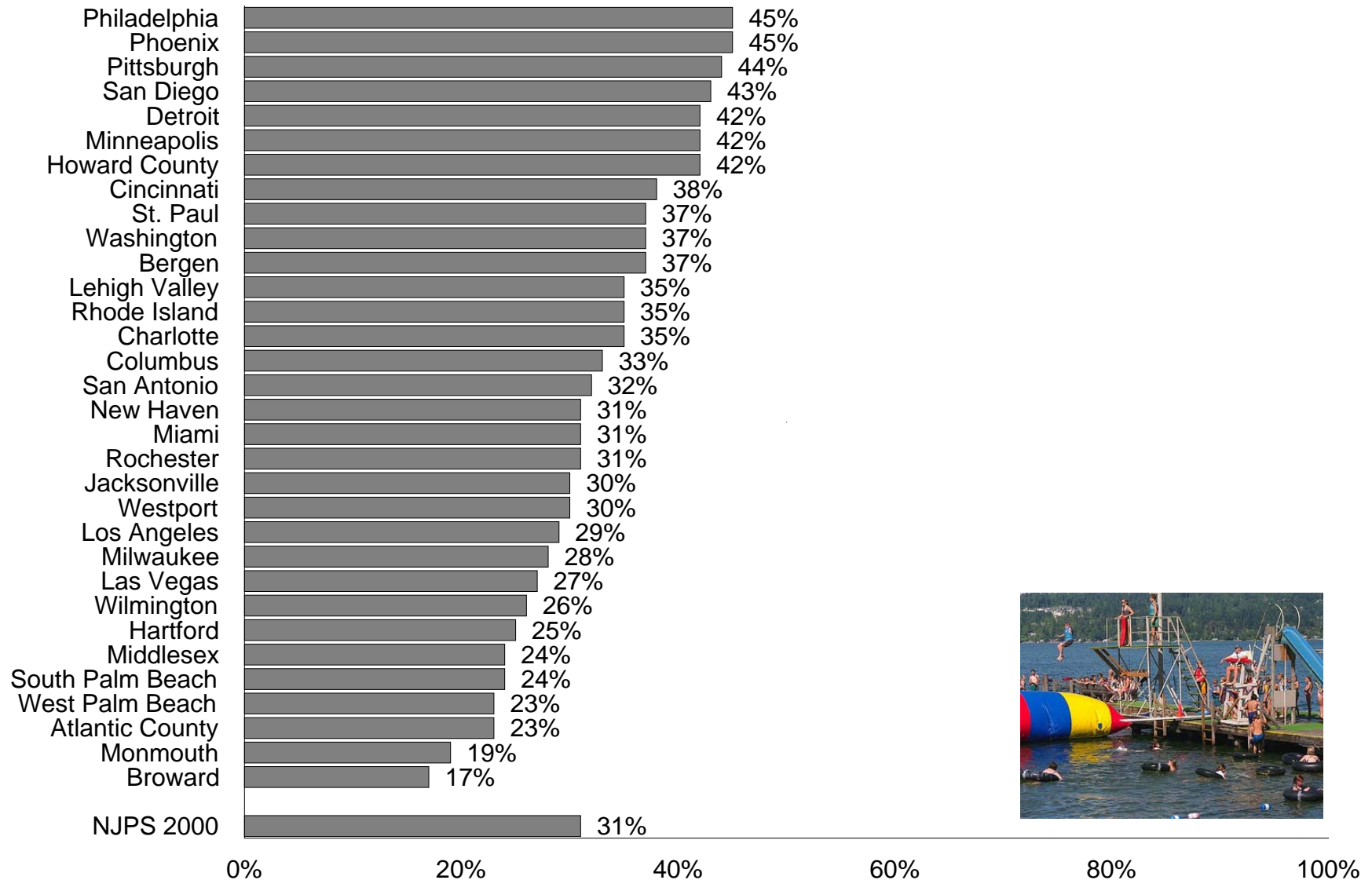
56 HOUSEHOLDS IN WHICH AN ADULT RECEIVED SOME FORMAL JEWISH EDUCATION AS A CHILD

Correlation with Adult Jewish Behaviors
(Households with Born or Raised Jewish Adults)



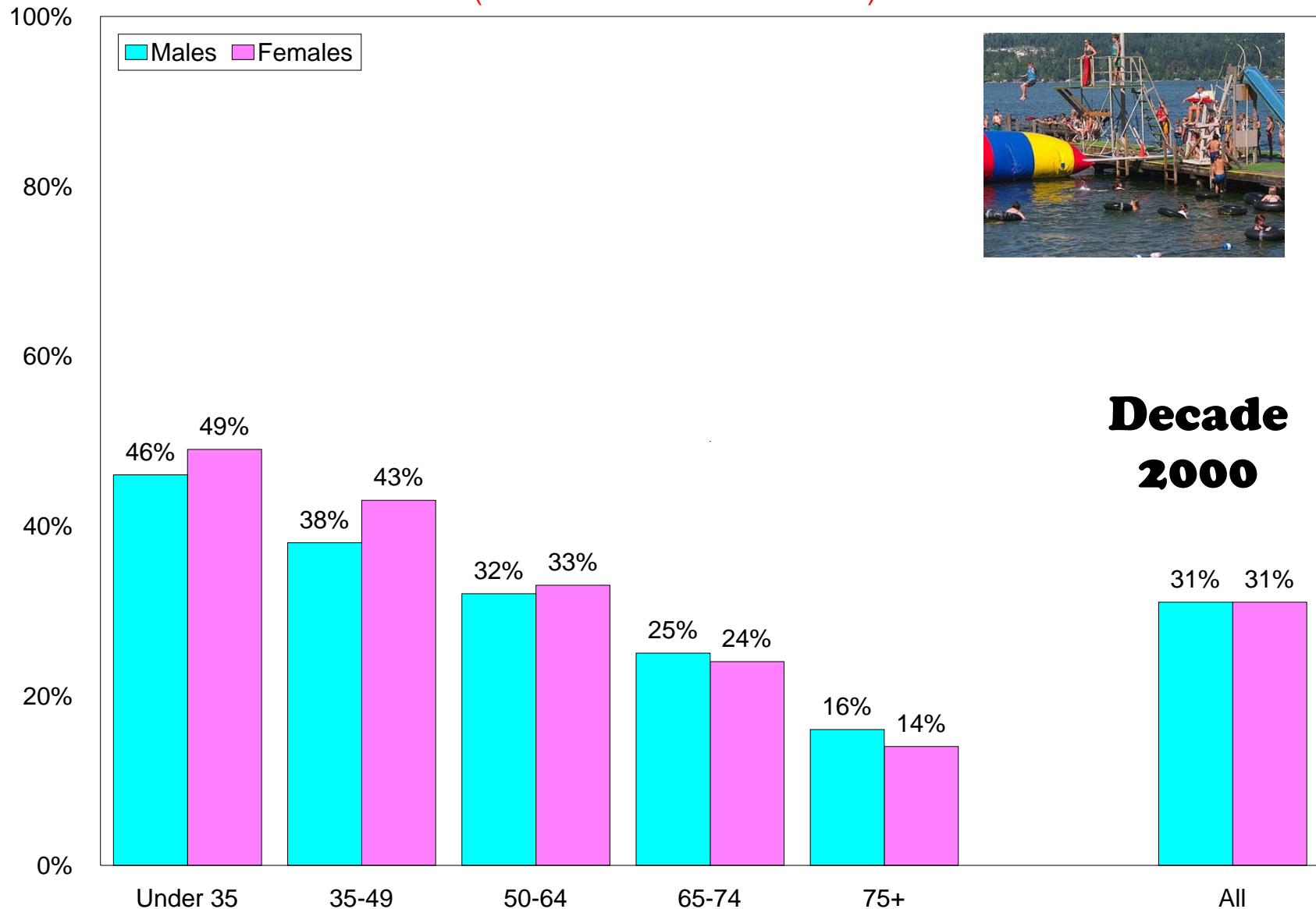
ATTENDED OR WORKED AT A JEWISH OVERNIGHT CAMP AS A CHILD

(Born or Raised Jewish Adults)



ATTENDED OR WORKED AT A JEWISH SLEEP AWAY CAMP AS A CHILD BY AGE

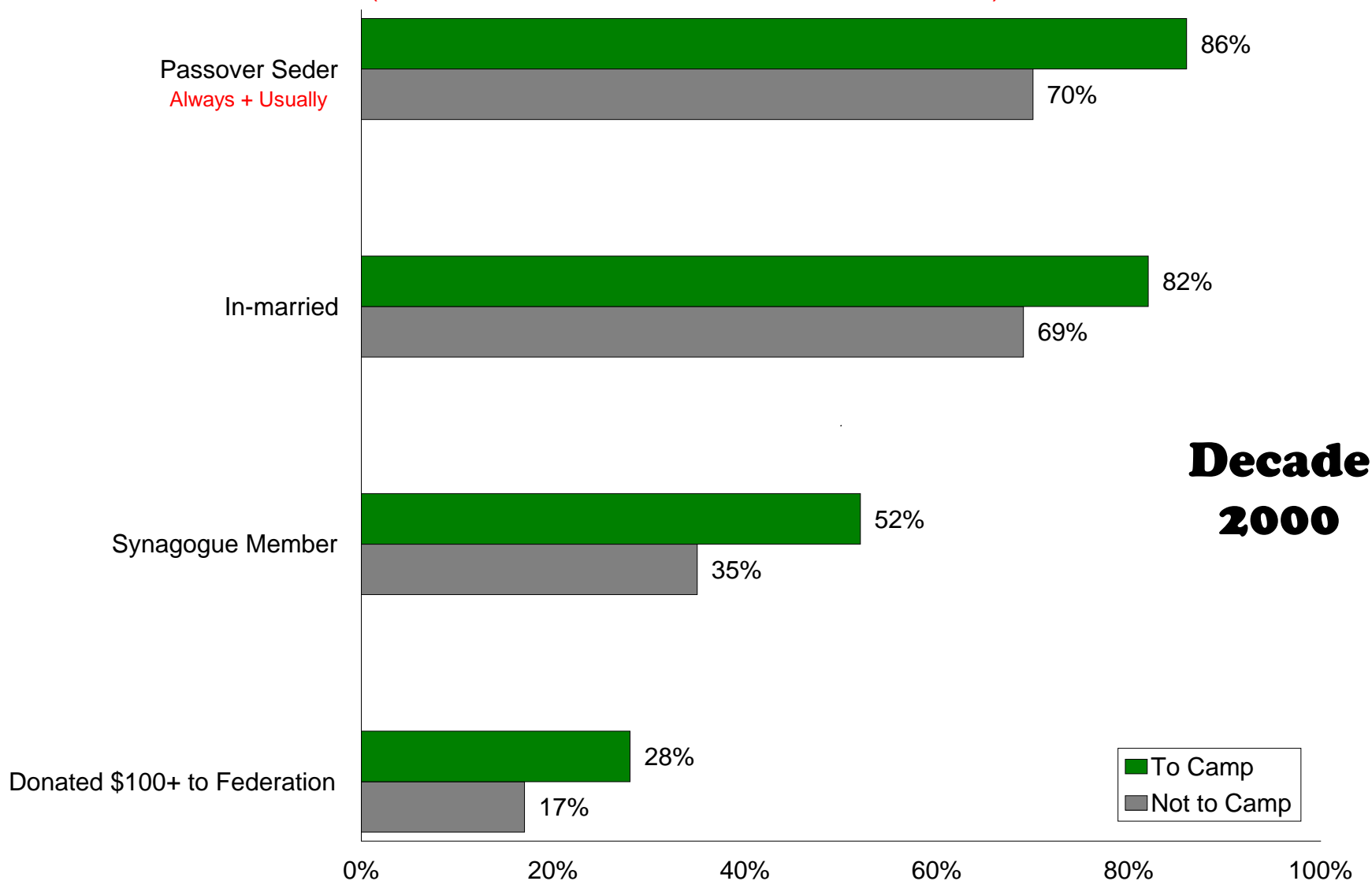
(Born or Raised Jewish Adults)



59

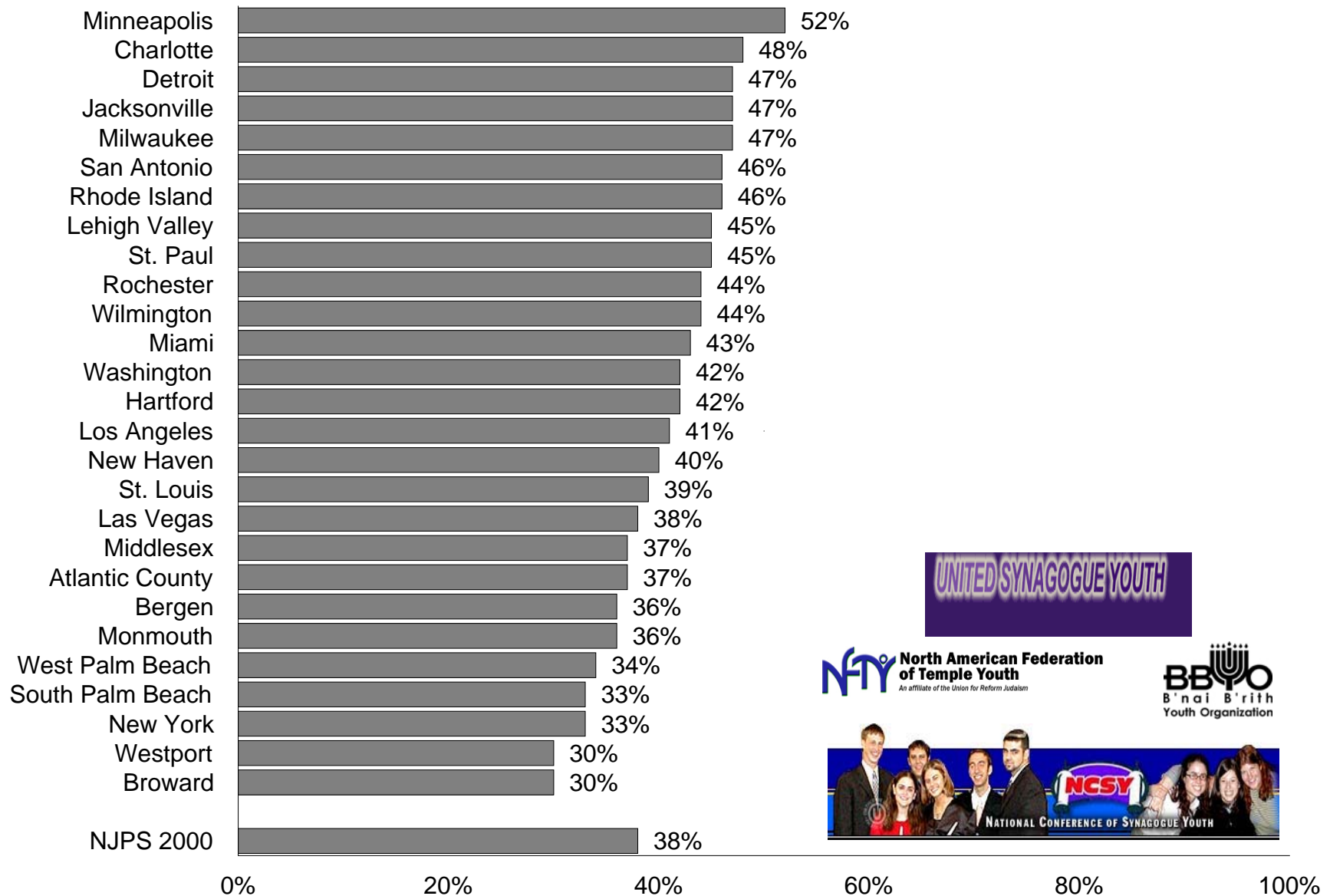
HOUSEHOLDS IN WHICH AN ADULT ATTENDED OR WORKED AT A JEWISH SLEEP AWAY CAMP AS A CHILD

Correlation with Adult Jewish Behaviors
(Households with Born or Raised Jewish Adults)



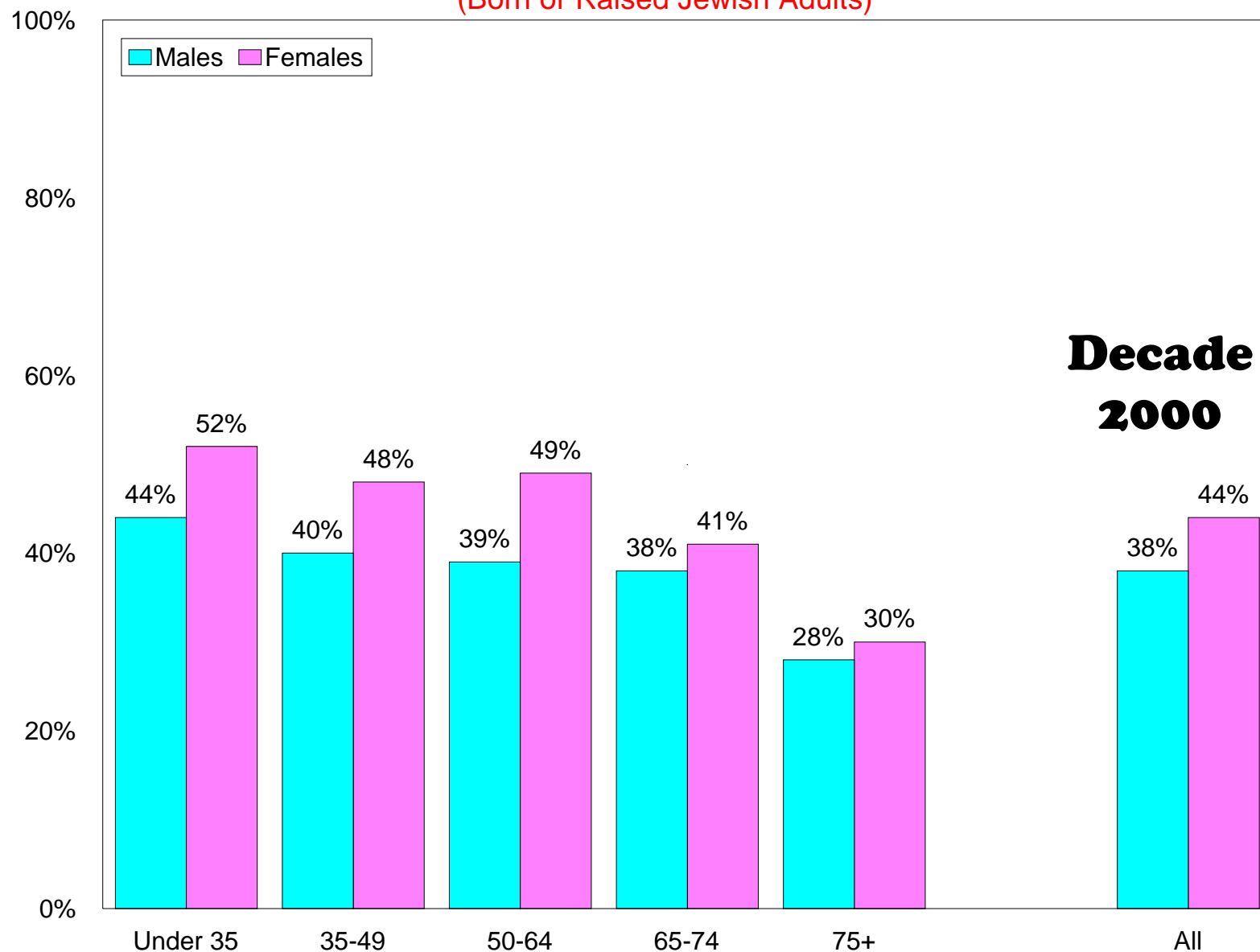
60 PARTICIPATED IN A JEWISH TEENAGE YOUTH GROUP AS A TEENAGER

(Born or Raised Jewish Adults)



61 PARTICIPATED IN A JEWISH TEENAGE YOUTH GROUP AS A TEENAGER BY AGE

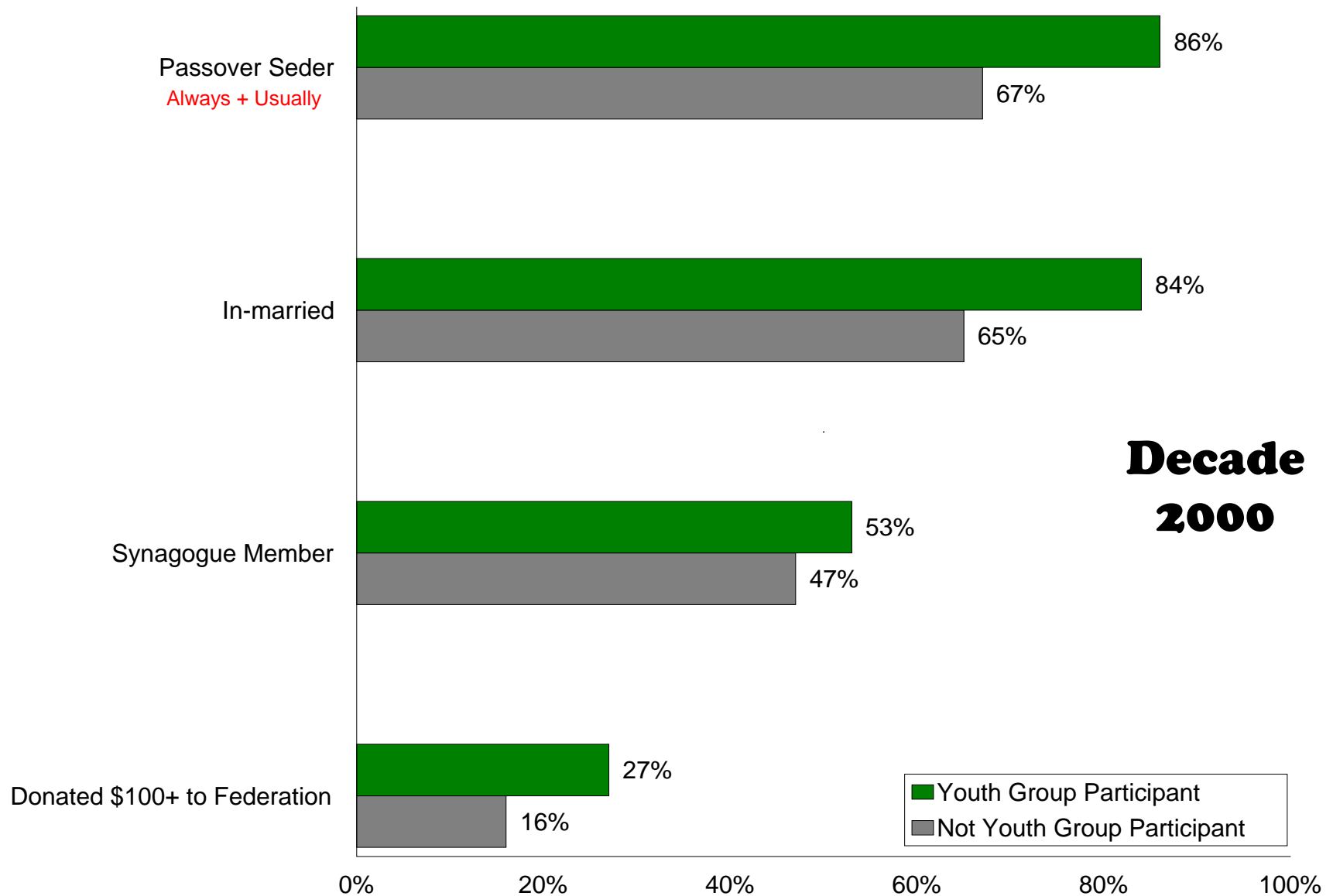
(Born or Raised Jewish Adults)



**Decade
2000**

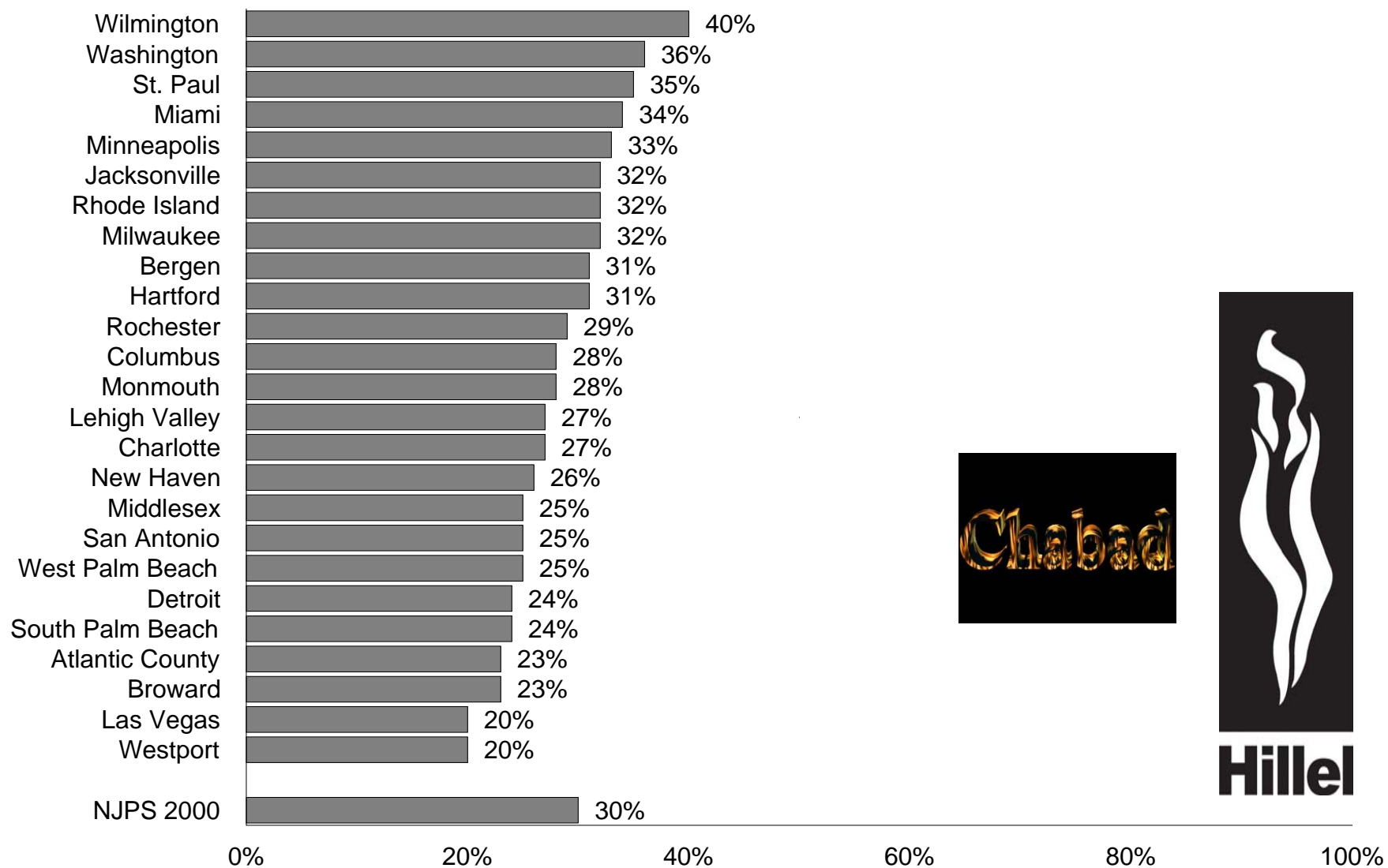
62 HOUSEHOLDS IN WHICH AN ADULT PARTICIPATED IN A JEWISH YOUTH GROUP AS A TEENAGER

Correlation with Adult Jewish Behaviors
(Households with Born or Raised Jewish Adults)



PARTICIPATED IN HILLEL/CHABAD WHILE IN COLLEGE (EXCLUDING HIGH HOLIDAYS)

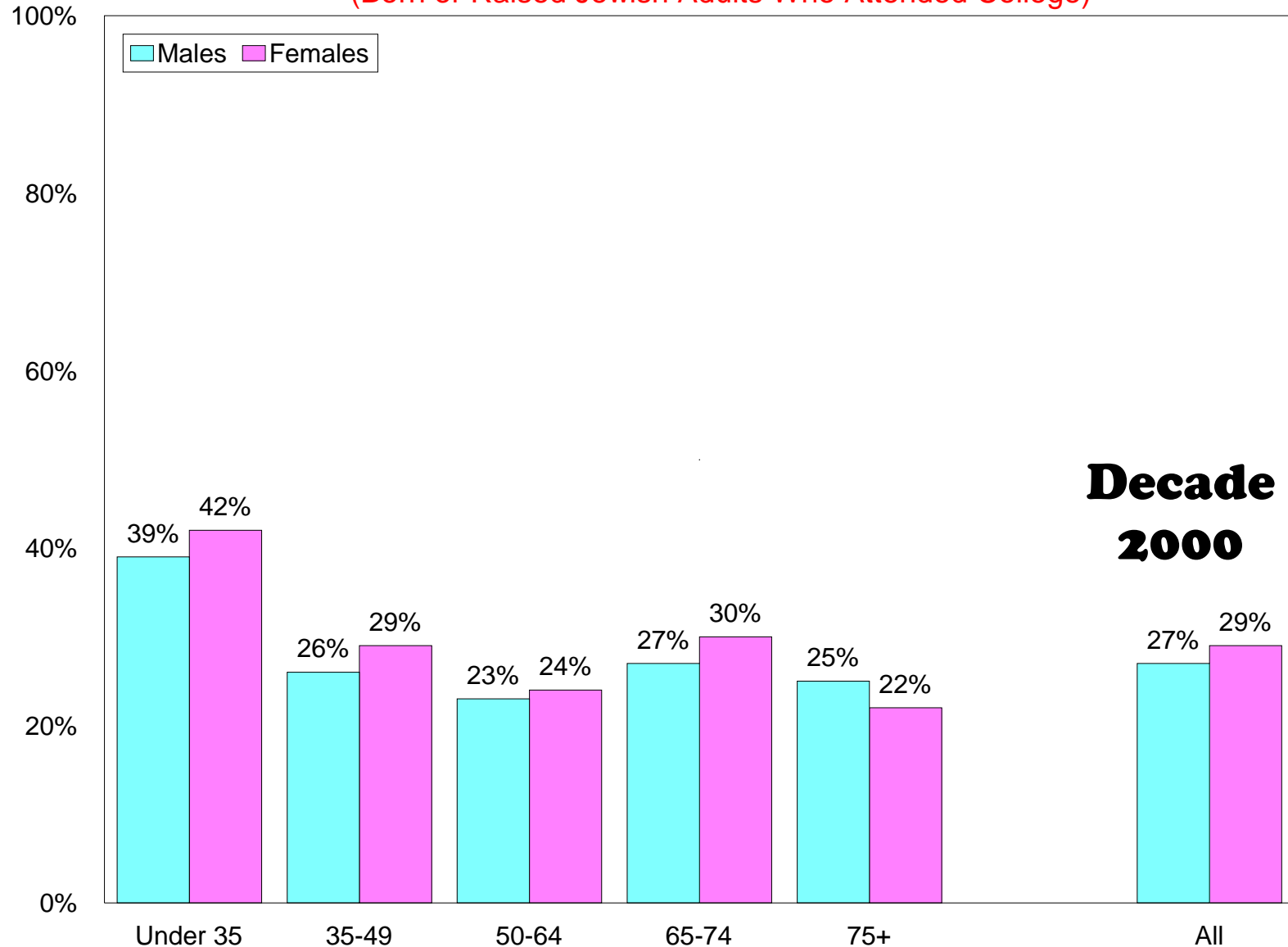
(Born or Raised Jewish Adults Who Attended College)



Hillel

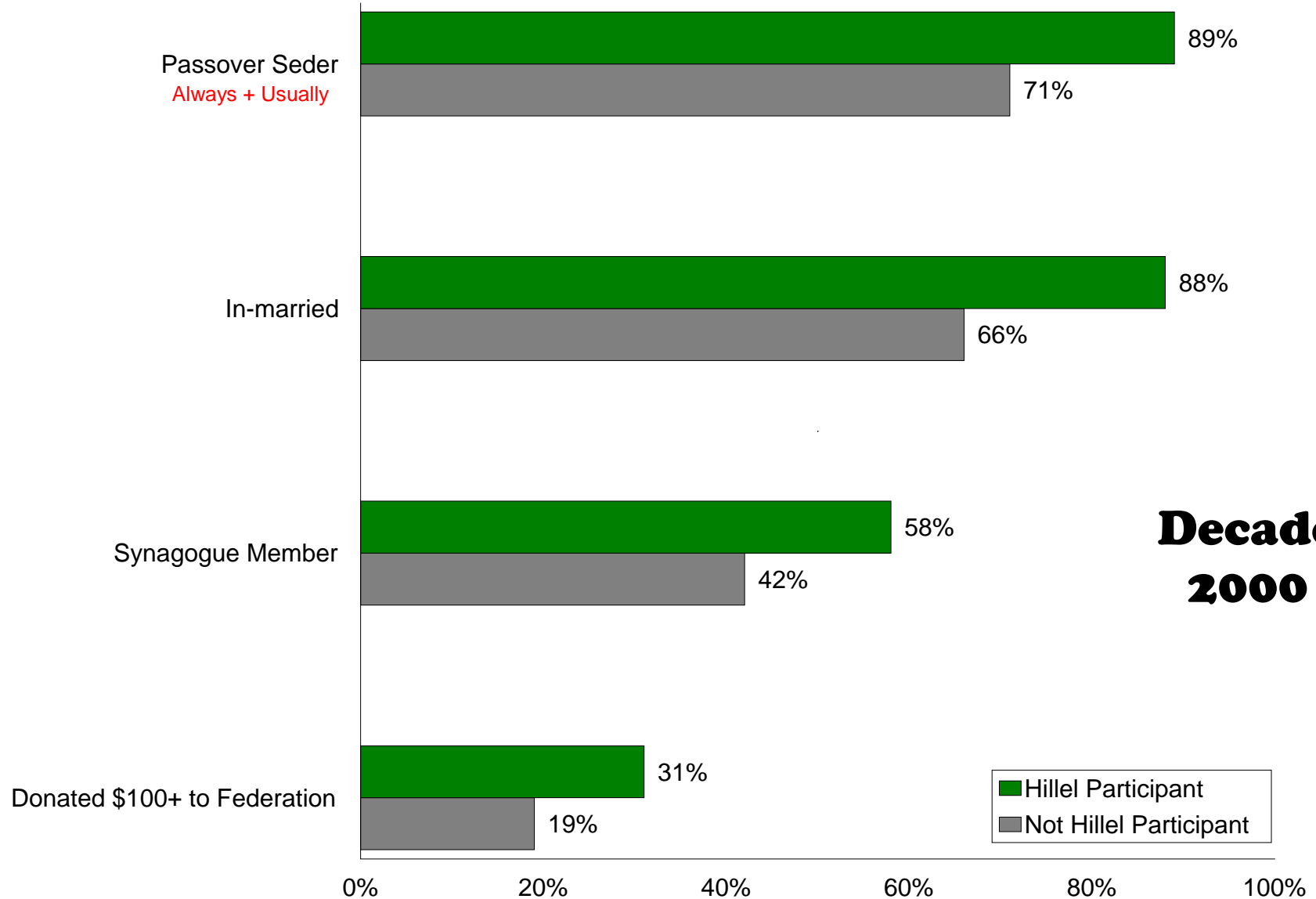
64 PARTICIPATED IN HILLEL/CHABAD WHILE IN COLLEGE (EXCLUDING HIGH HOLIDAYS) BY AGE

(Born or Raised Jewish Adults Who Attended College)



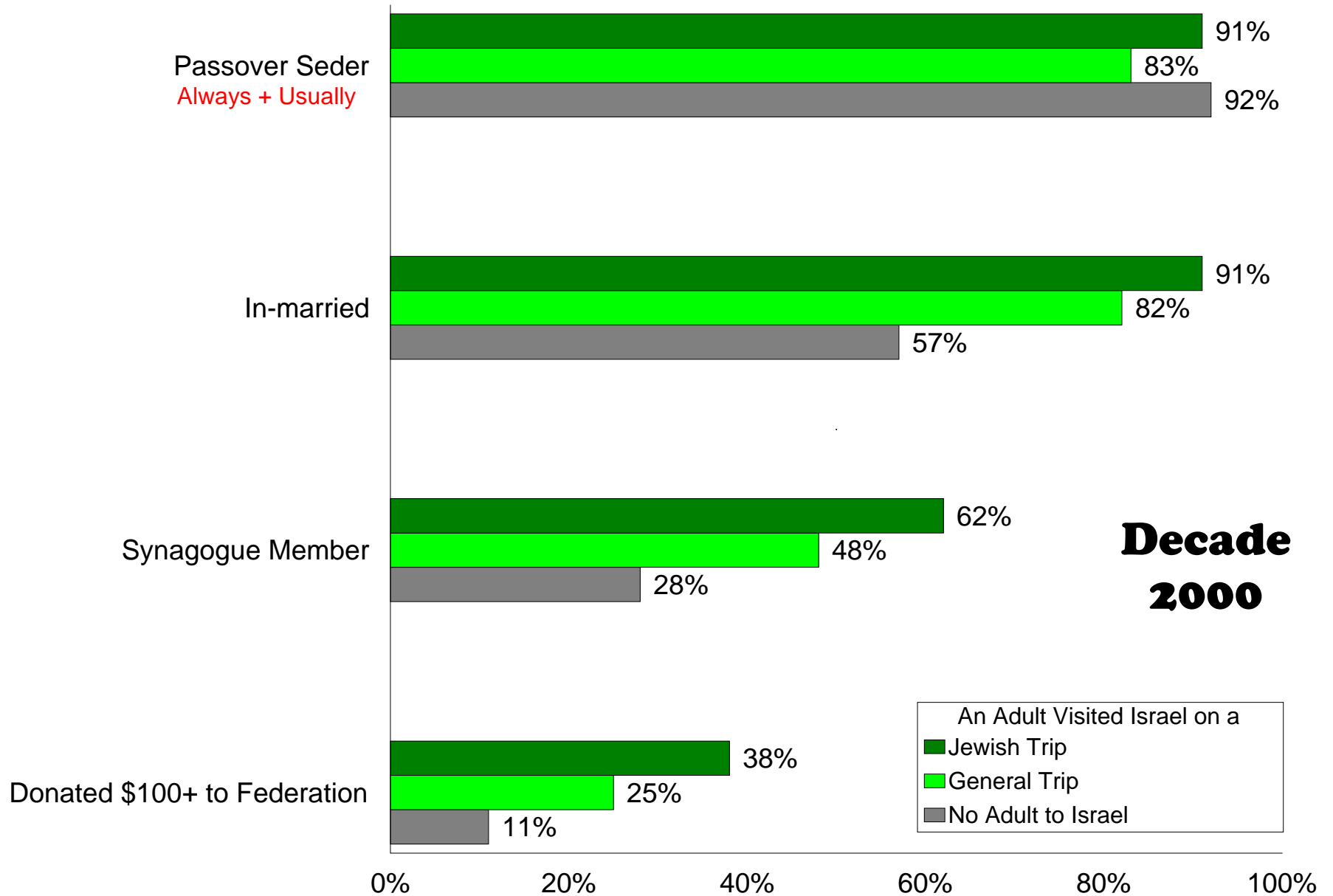
HOUSEHOLDS IN WHICH AN ADULT PARTICIPATED IN HILLEL/CHABAD WHILE IN COLLEGE (EXCLUDING HIGH HOLIDAYS)

Correlation with Adult Jewish Behaviors
(Households with Born or Raised Jewish Adults Who Attended College)



CORRELATIONS WITH TRIPS TO ISRAEL

(Jewish Households)



TREND 6

PRESENCE OF RUSSIANS AND ISRAELIS

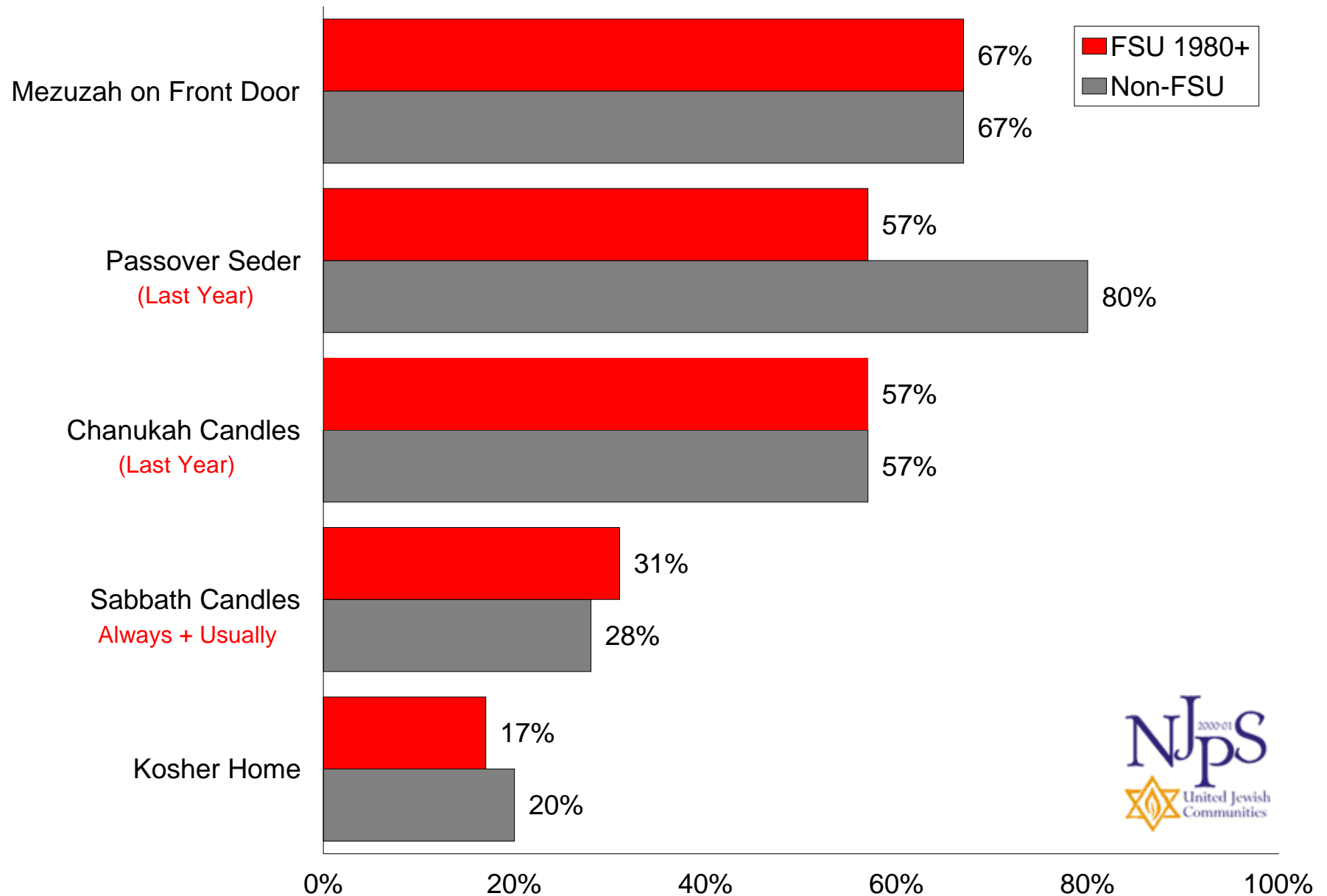
FSU JEWS IN THE UNITED STATES

NUMBER OF PERSONS IN FSU HOUSEHOLDS IN THE UNITED STATES

- National Jewish Population Survey 2000-01 indicates 289,000 (arrived in US post-1980)
- My estimate from the same study is 333,000
- American Jewish Committee Study in 2000 put the number at 350,000 in New York and 35,000 in Philadelphia
- Overall, the Hebrew Immigrant Aid Society (HIAS) assisted more than 400,000 Soviet "Jews" to immigrate to the US (*Not all were Jewish*)
- HIAS estimates the current Russian-speaking population of Brooklyn at about 330,000 (cited in *The Forward*, April 9, 2010, p.4)
- Larissa Remennick in *Russian Jews on Three Continents* suggests 600,000-750,000
- US Department of State: 598,000 Russian Jewish refugees from 1961-2001, but Department of Justice says 394,000
- Based on the above, probably 400,000 - 500,000 FSU Jews nationwide today
- Estimated \$1.25 billion spent settling these people as of about 1999 by Jewish charitable agencies, synagogues, and governments

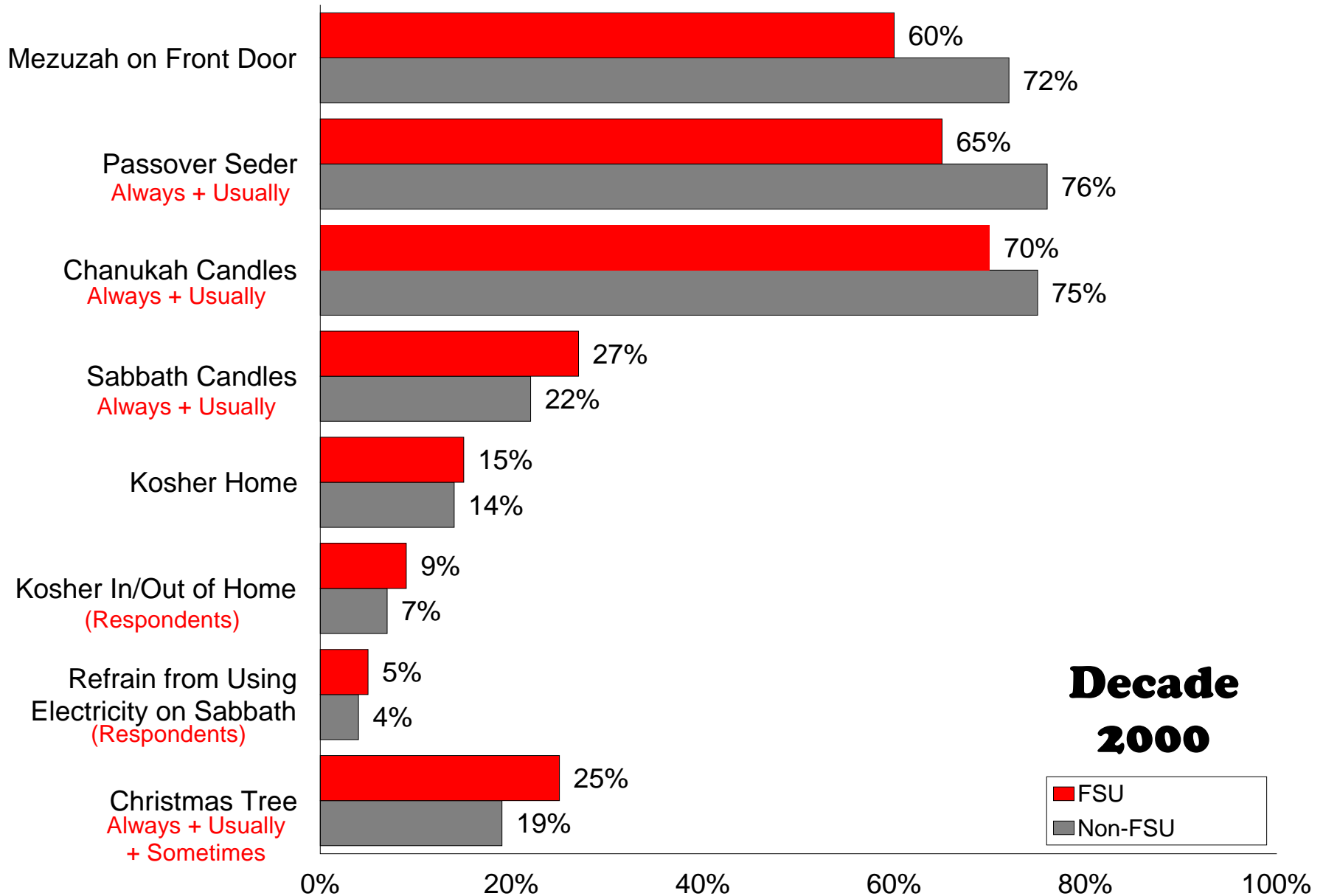
RELIGIOUS PRACTICES

(National Jewish Population Survey 2000-01)



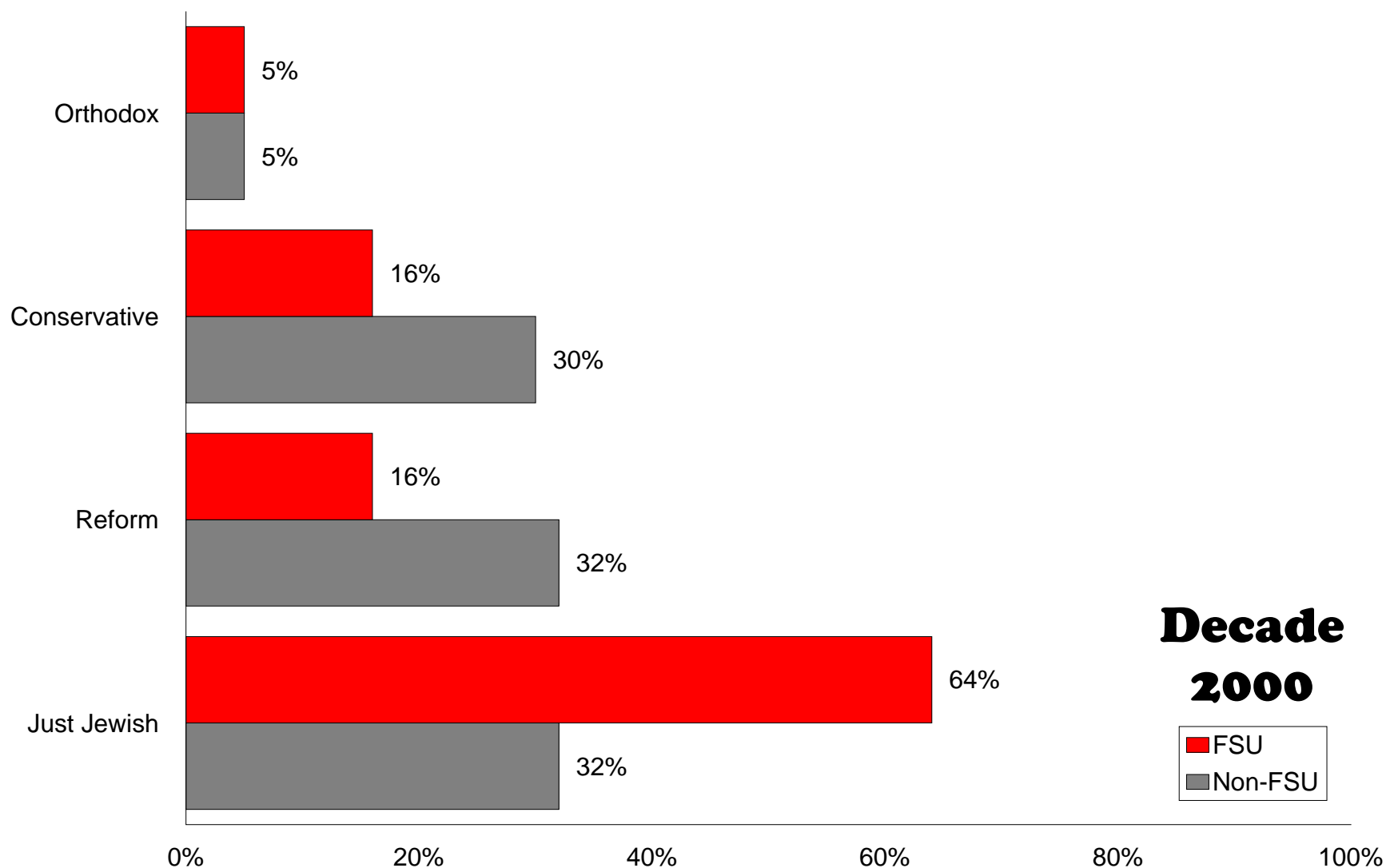
RELIGIOUS PRACTICES

(Jewish Households in Decade 2000 Data Set)



JEWISH IDENTITY

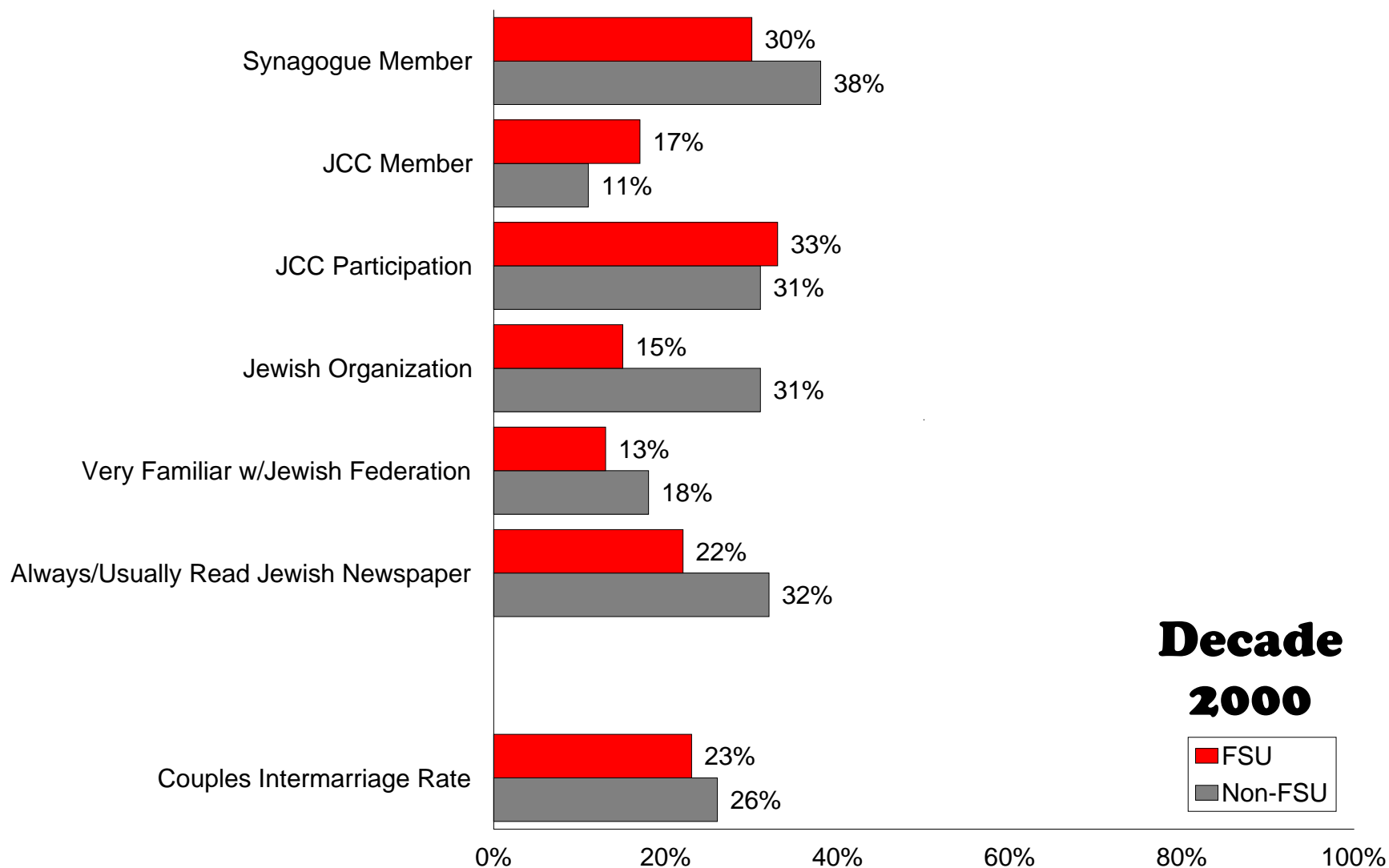
(Jewish Respondents in Decade 2000 Data Set)



Note: Reconstructionist, Traditional, Jewish Humanist, and Jewish Renewal not shown

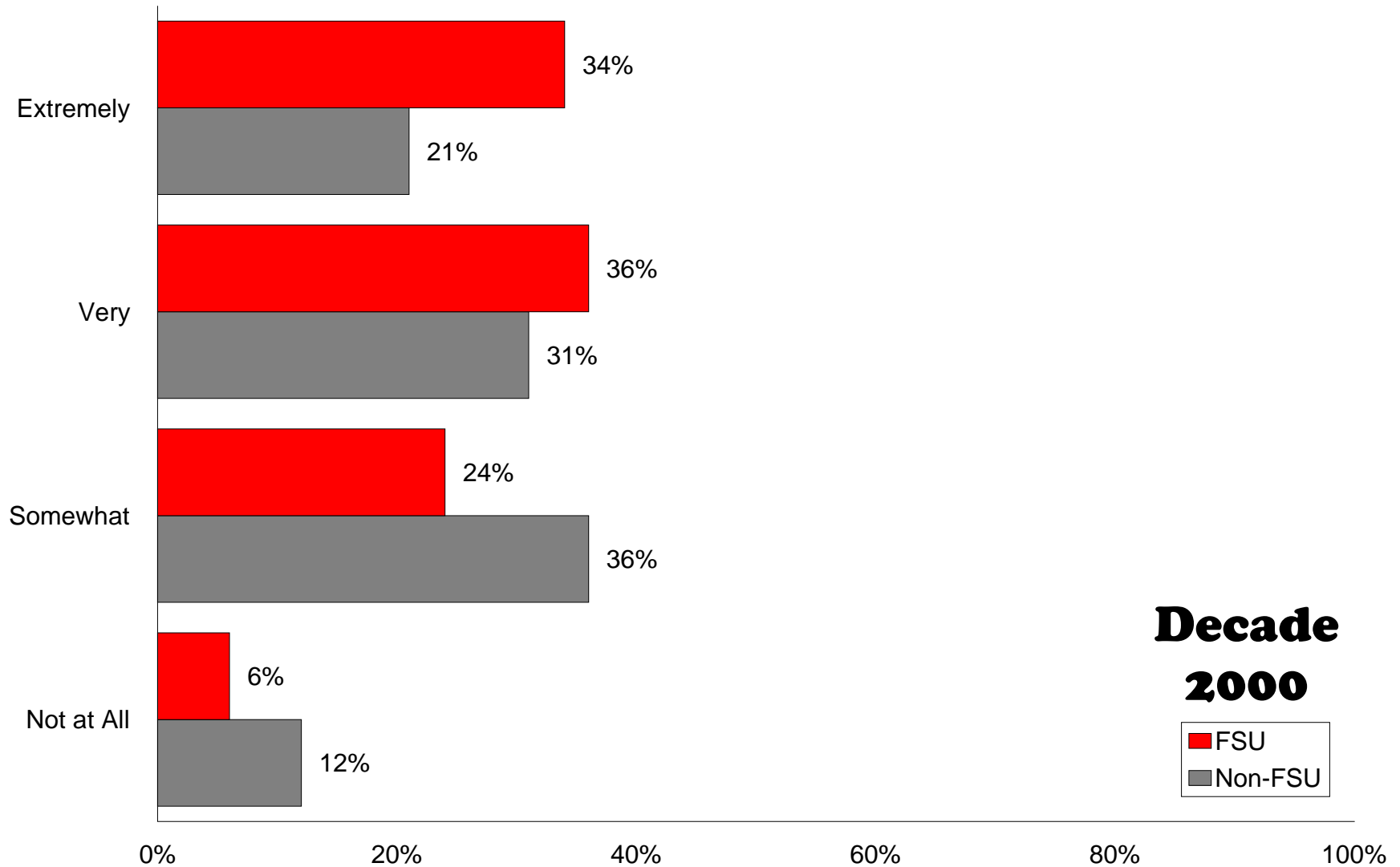
COMMUNITY INVOLVEMENT / INTERMARRIAGE

(Jewish Households in Decade 2000 Data Set)



EMOTIONAL ATTACHMENT TO ISRAEL

(Jewish Respondents in Decade 2000 Data Set)



ISRAELI JEWS IN THE UNITED STATES

NUMBER OF ISRAELI JEWS (?) IN THE UNITED STATES

A New Estimate for 2008 based upon ACS PUMS Data of 2006-2008

Place of Birth	Speak Hebrew at Home	Israeli Ancestry	Number (Adults + Children)
Israel	63% Yes + 37% No	47% Yes + 53% No	136,476 (ISRAELI BORN)
North America	22% Yes + 78% No	Yes	66,319
North America	Yes	No	98,224
Elsewhere	54% Yes + 46% No	Yes	8,943
Elsewhere	Yes	No	18,993
Total Israeli Connected	68% Yes + 32% No	42% Yes + 58% No	328,955 (ISRAELI CONNECTED)
Speak Hebrew at Home	Yes		222,279
Israeli Ancestry		Yes	139,142

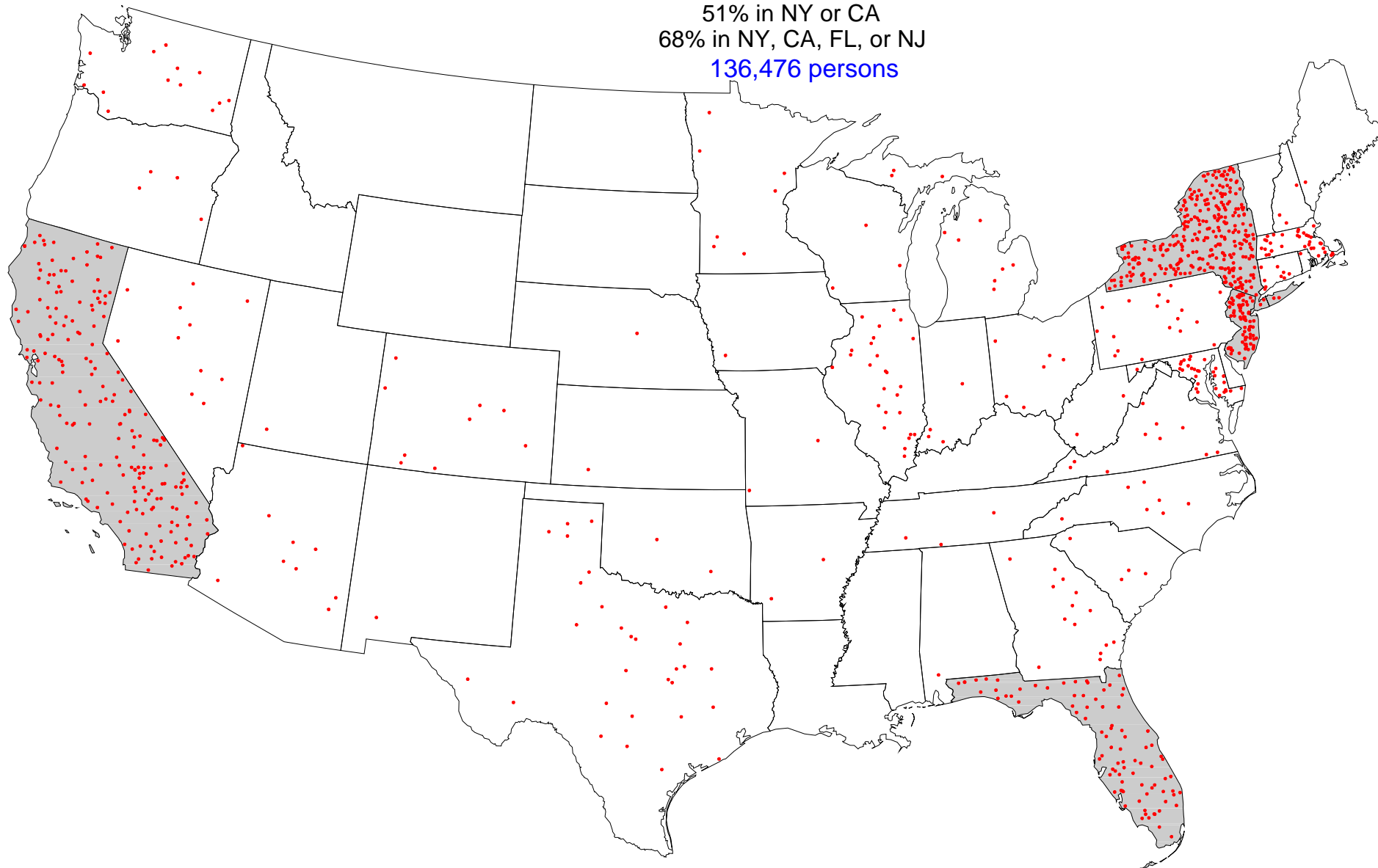
Geographic Distribution of Israeli-born Population 2006-2008

31% of Israeli-born live in NY

51% in NY or CA

68% in NY, CA, FL, or NJ

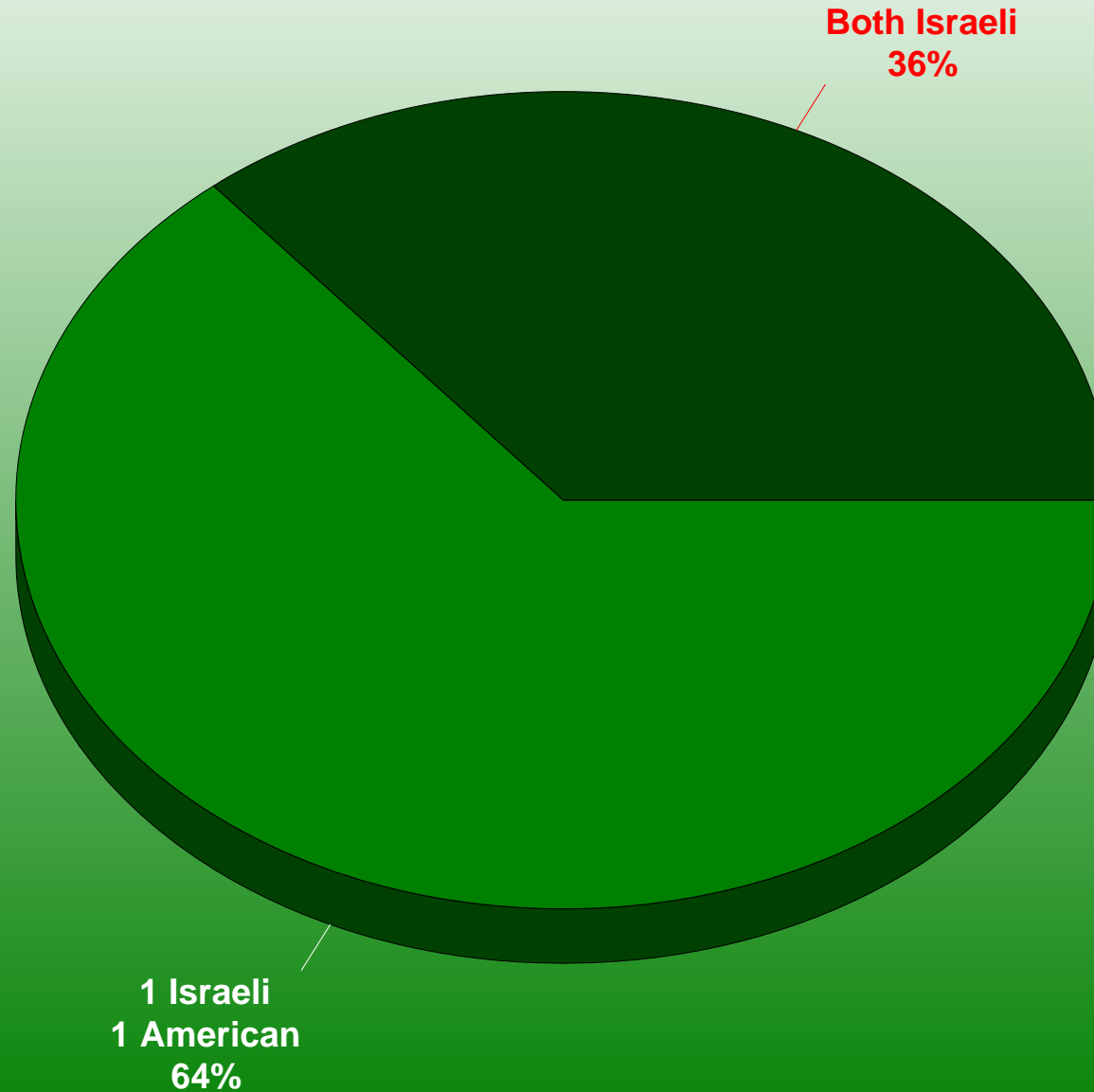
136,476 persons



(ACS PUMS 2006-2008) Each dot represents 140 Israeli-born persons
Dots are randomly placed within each state

MARRIAGES INVOLVING ISRAELI JEWS

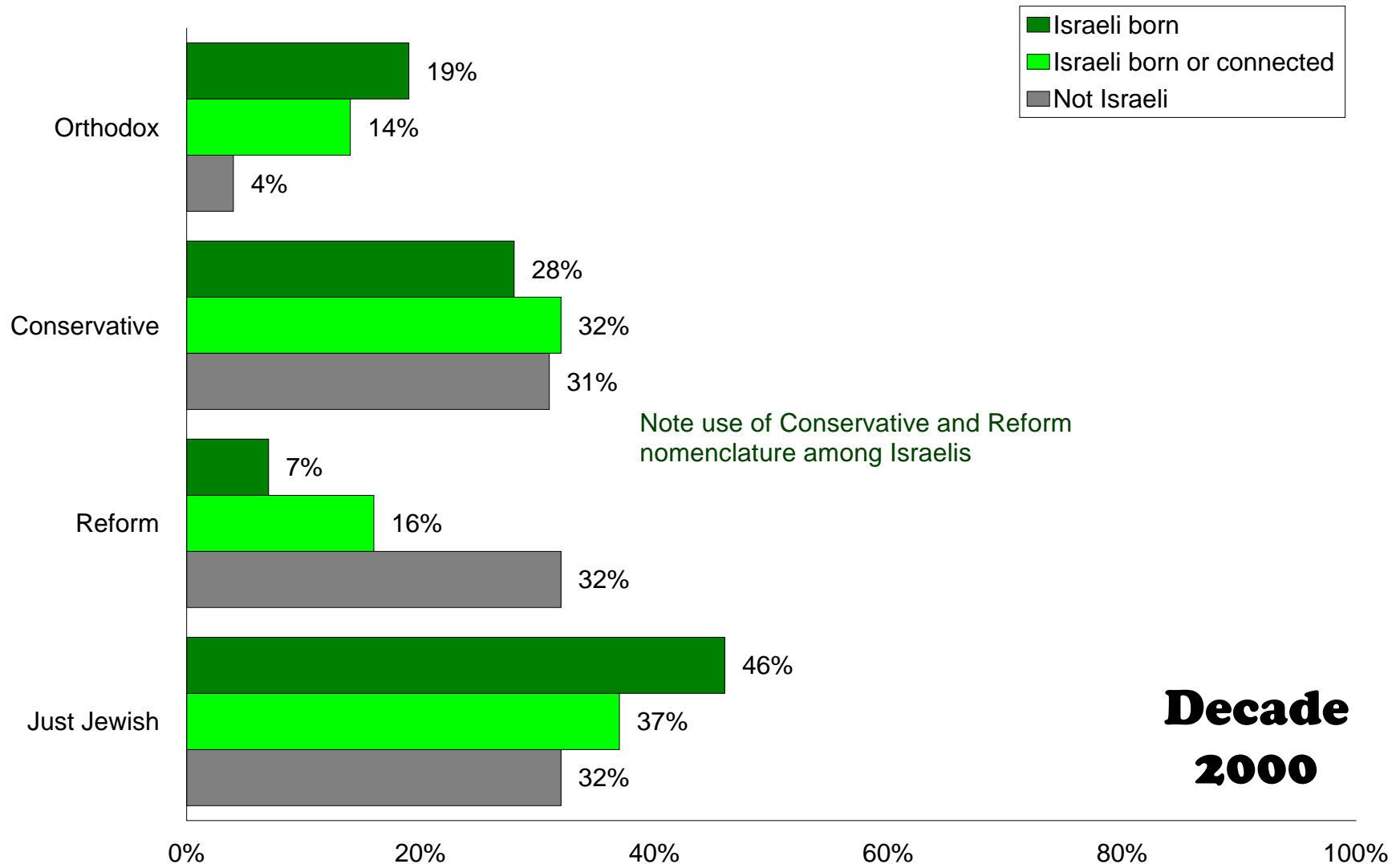
(Married Couples in Decade 2000 Data Set)



**Decade
2000**

79 JEWISH CONNECTIVITY OF ISRAELI HOUSEHOLDS - I

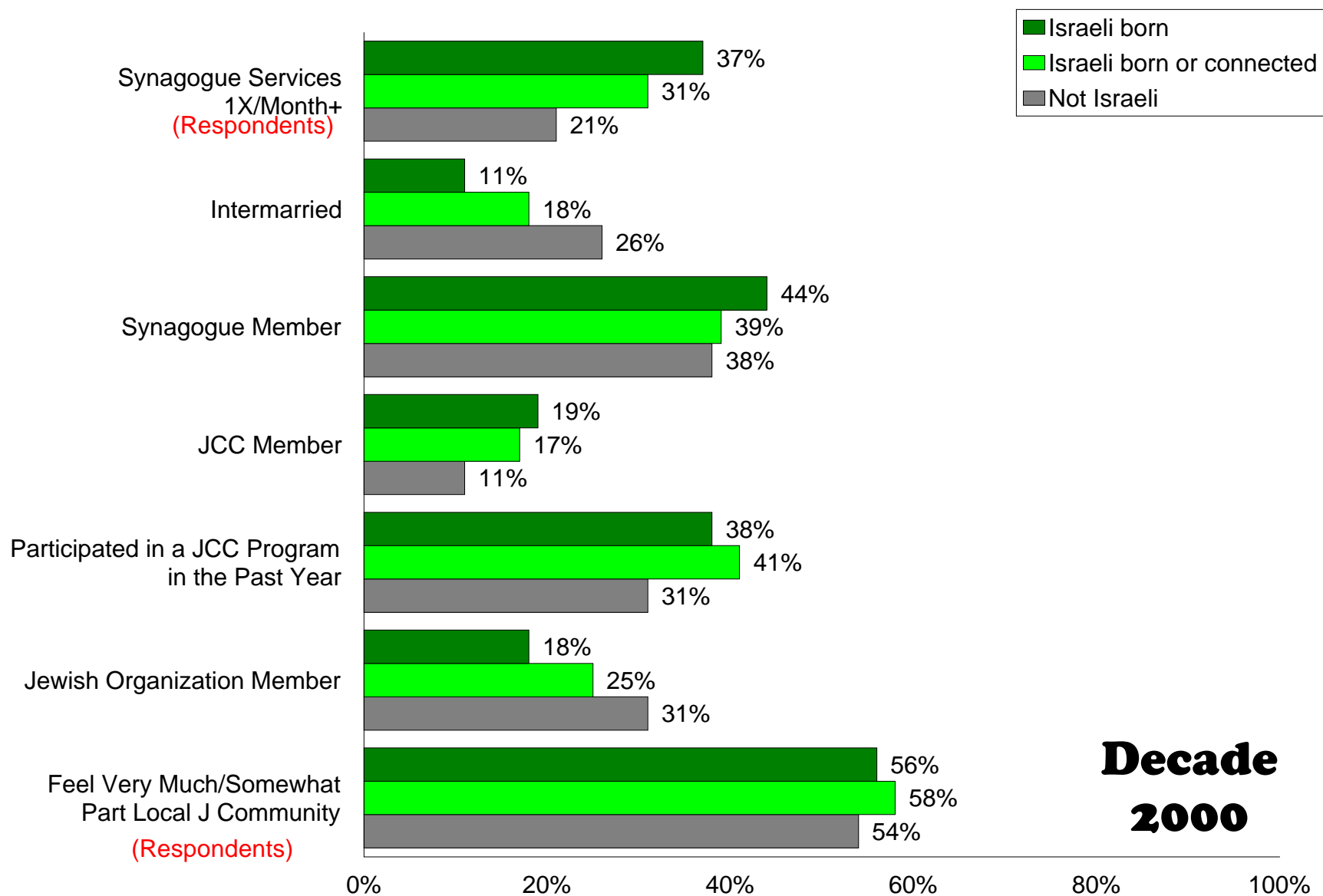
(Jewish Respondents in Decade 2000 Data Set)



Note: Reconstructionist, Traditional, Jewish Humanist, and Jewish Renewal not shown

80 JEWISH CONNECTIVITY OF ISRAELI HOUSEHOLDS - III

(Jewish Households in Decade 2000 Data Set)



OUTLINE OF THIS PRESENTATION

- **Part I: Recent Trends in American Jewish Demography**
- **Part II: Demographic Profile of Users of the Jewish Media**
 - Print Media
 - Internet
- **Part III: Data Sources**

LOCAL JEWISH NEWSPAPERS

LEVEL OF READERSHIP

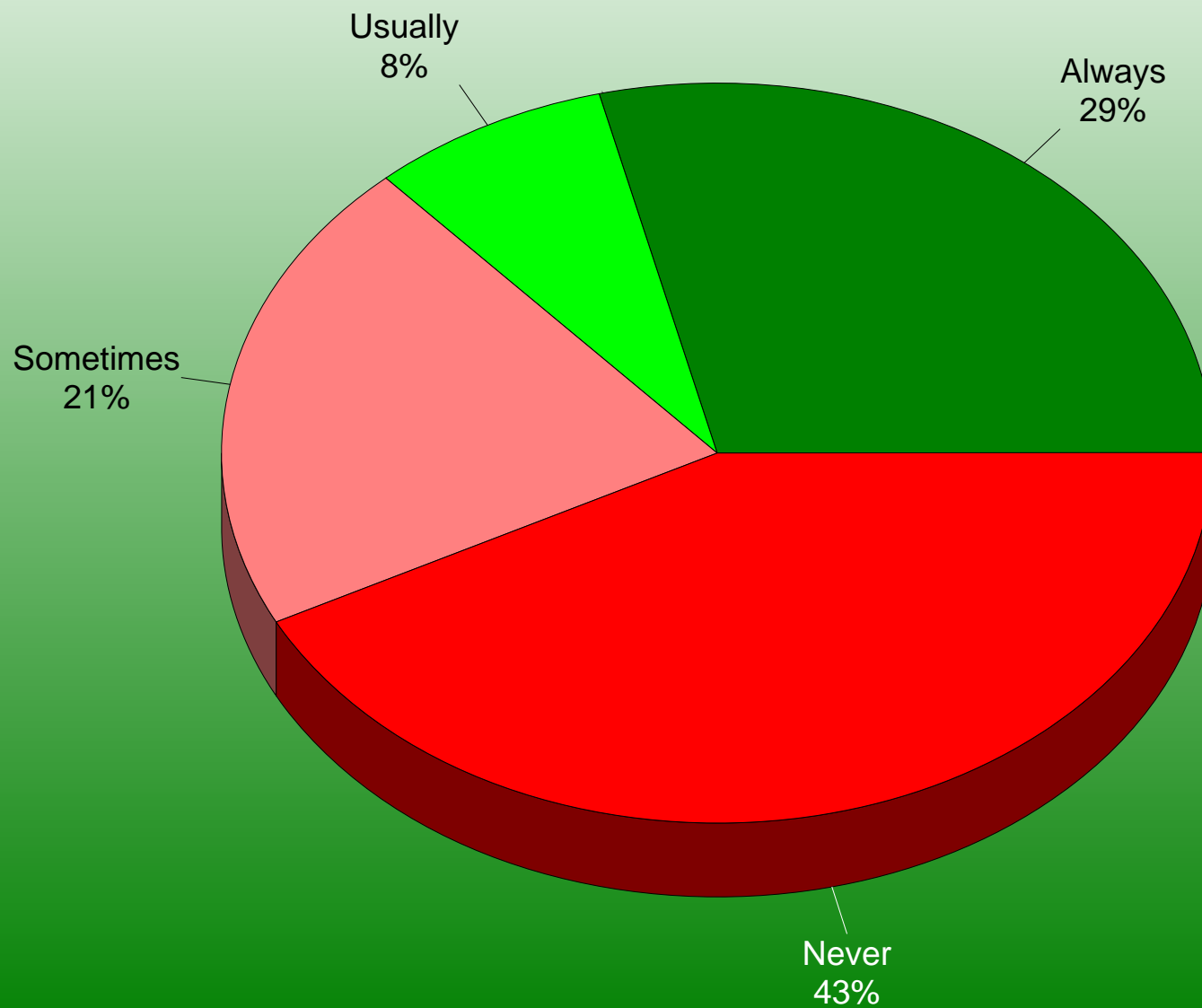
PERCENTAGE OF DEMOGRAPHIC GROUPS WHO ARE READERS

PROFILE OF READERS

PERCEPTION OF QUALITY OF THE JEWISH NEWSPAPERS

READERSHIP OF *LOCAL JEWISH NEWSPAPERS*

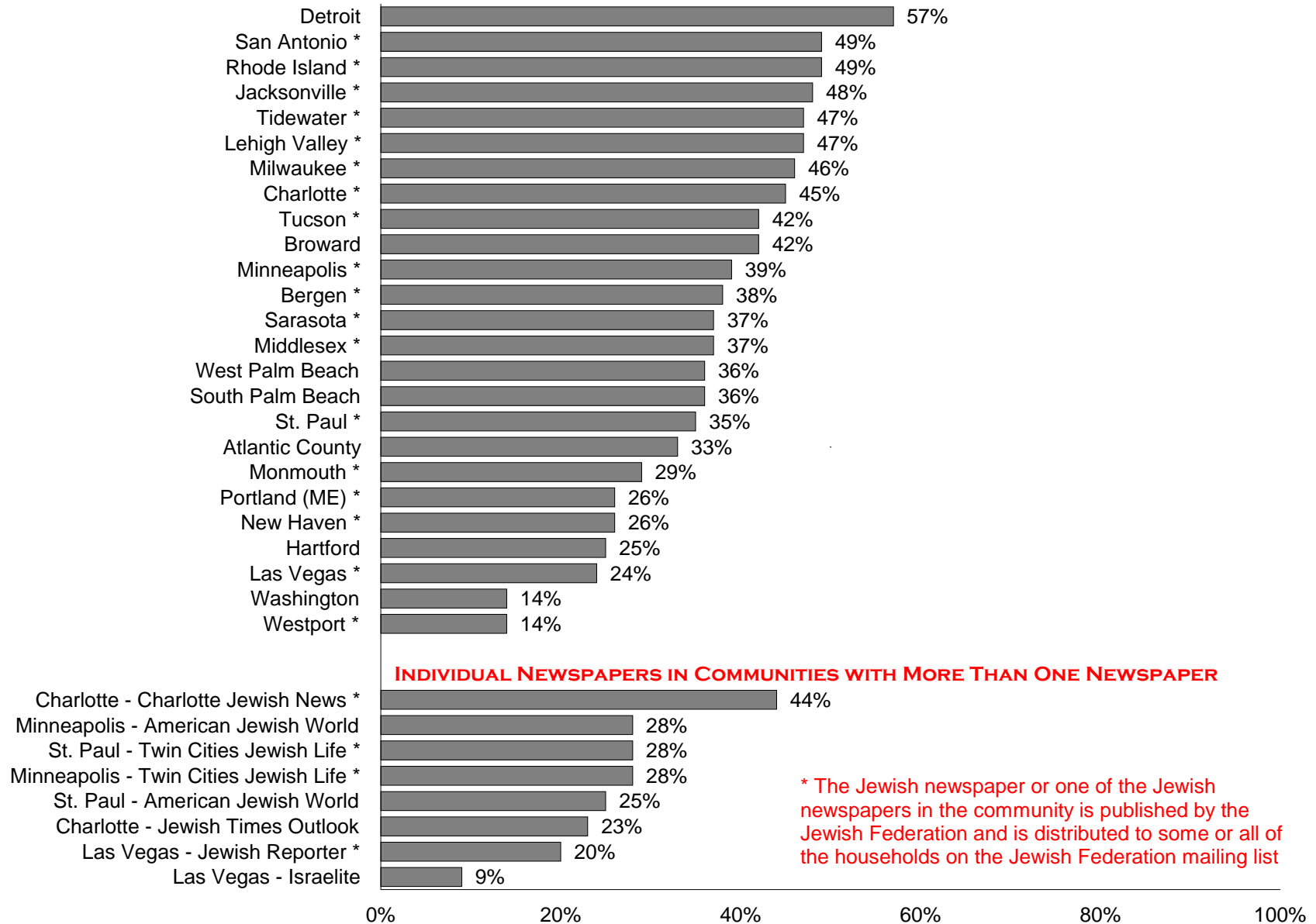
(Jewish Respondents)



**Decade
2000**

ALWAYS/USUALLY READ A LOCAL JEWISH NEWSPAPER

(Jewish Respondents)



INDIVIDUAL NEWSPAPERS IN COMMUNITIES WITH MORE THAN ONE NEWSPAPER

* The Jewish newspaper or one of the Jewish newspapers in the community is published by the Jewish Federation and is distributed to some or all of the households on the Jewish Federation mailing list

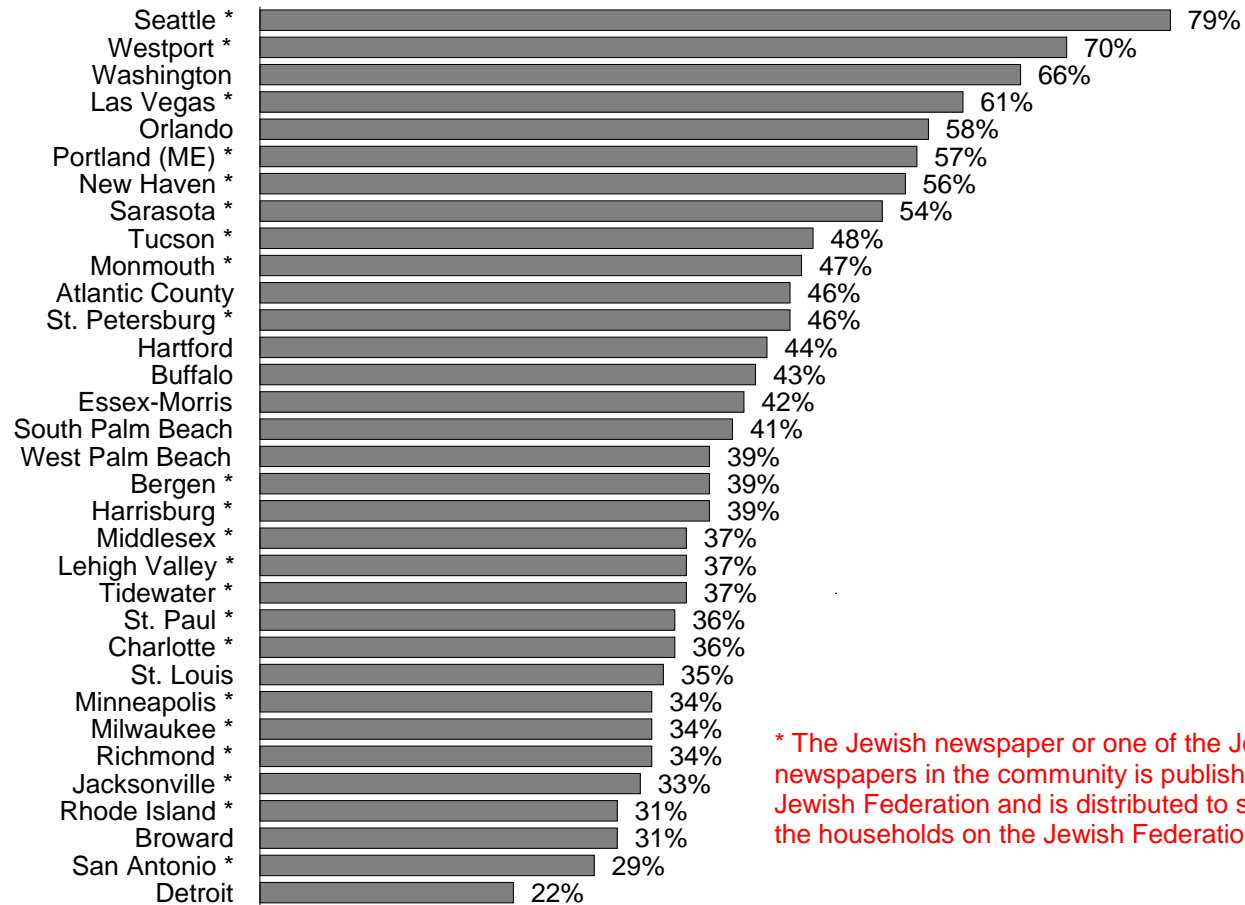
LOCAL JEWISH NEWSPAPERS

Included in Decade 2000 Data Set

Community	Newspaper	Community	Newspaper
Atlantic County	Jewish Times of South Jersey	Orlando	The Heritage
Bergen *	Jewish Standard	Portland (ME) *	The Voice
Broward	Broward Jewish Journal	Rhode Island *	Jewish Voice & Herald
Buffalo	Buffalo Jewish Review	Richmond *	The Reflector
Charlotte *	Charlotte Jewish News and Jewish Times Outlook	San Antonio *	Jewish Journal of San Antonio
Detroit	Detroit Jewish News	Sarasota *	The Chronicle
Essex-Morris	MetroWest Jewish News	Seattle *	Seattle Jewish Transcript
Harrisburg *	Community Review	St. Petersburg *	Jewish Press of Pinellas County
Hartford	Connecticut Jewish Ledger	St. Louis	St. Louis Jewish Light
Jacksonville *	Jacksonville Jewish News	St. Paul *	American Jewish World and Twin Cities Jewish Life
Las Vegas *	Jewish Reporter and Las Vegas Israelite	S Palm Beach	Palm Beach Jewish Journal
Lehigh Valley *	Hakol	Tidewater *	Southeastern Virginia Jewish News
Middlesex *	New Jersey Jewish News	Tucson *	Arizona Jewish Post
Milwaukee *	Milwaukee Jewish Chronicle	Washington	Washington Jewish Week
Minneapolis *	American Jewish World and Twin Cities Jewish Life	W Palm Beach	Palm Beach Jewish Journal
Monmouth *	Jewish Voice	Westport *	Shalom
New Haven *	Shalom New Haven		

NEVER READ A LOCAL JEWISH NEWSPAPER

(Jewish Respondents)



* The Jewish newspaper or one of the Jewish newspapers in the community is published by the Jewish Federation and is distributed to some or all of the households on the Jewish Federation mailing list

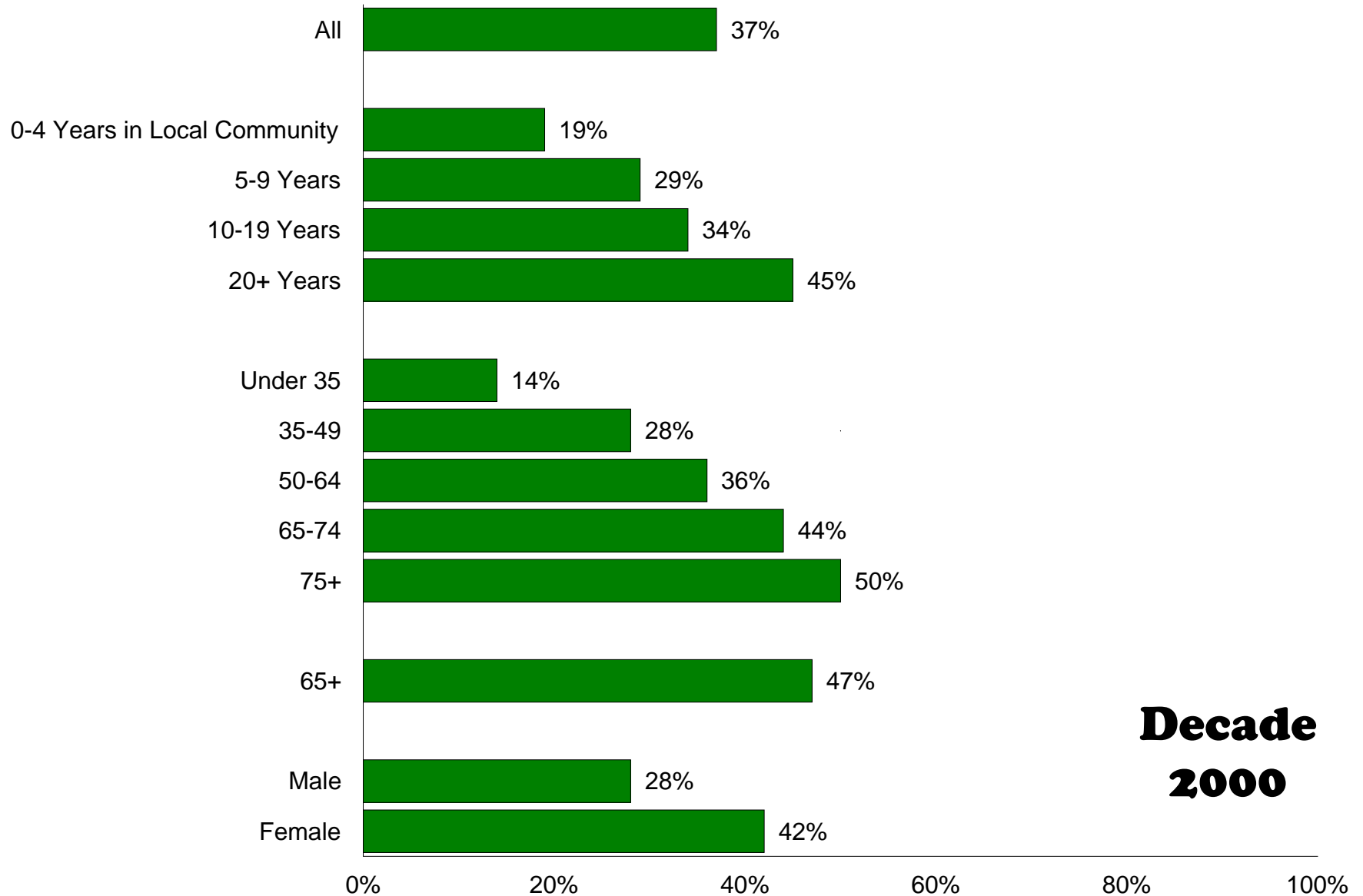
INDIVIDUAL NEWSPAPERS IN COMMUNITIES WITH MORE THAN ONE NEWSPAPER



0% 20% 40% 60% 80% 100%

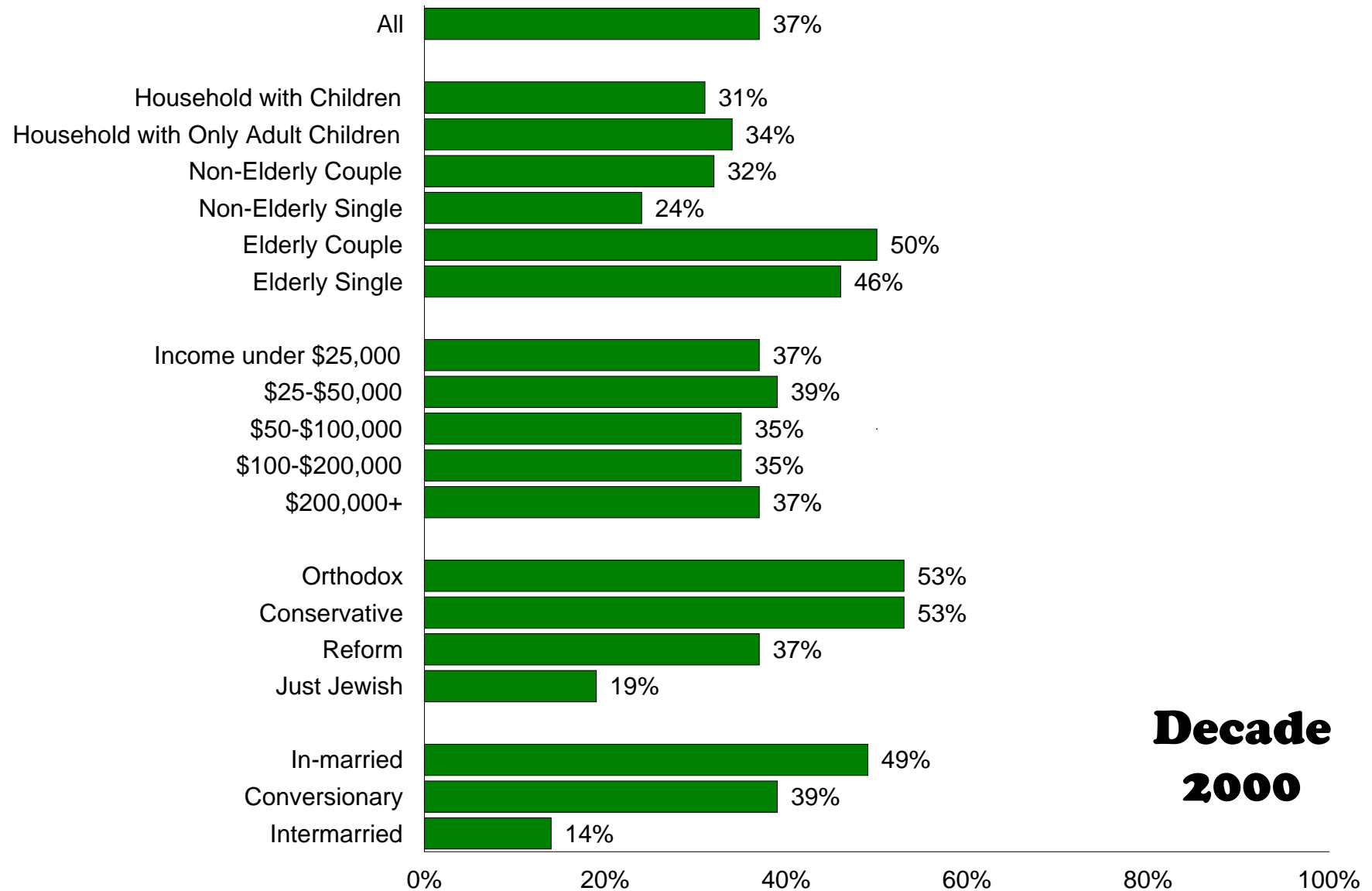
ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER

(Jewish Respondents)



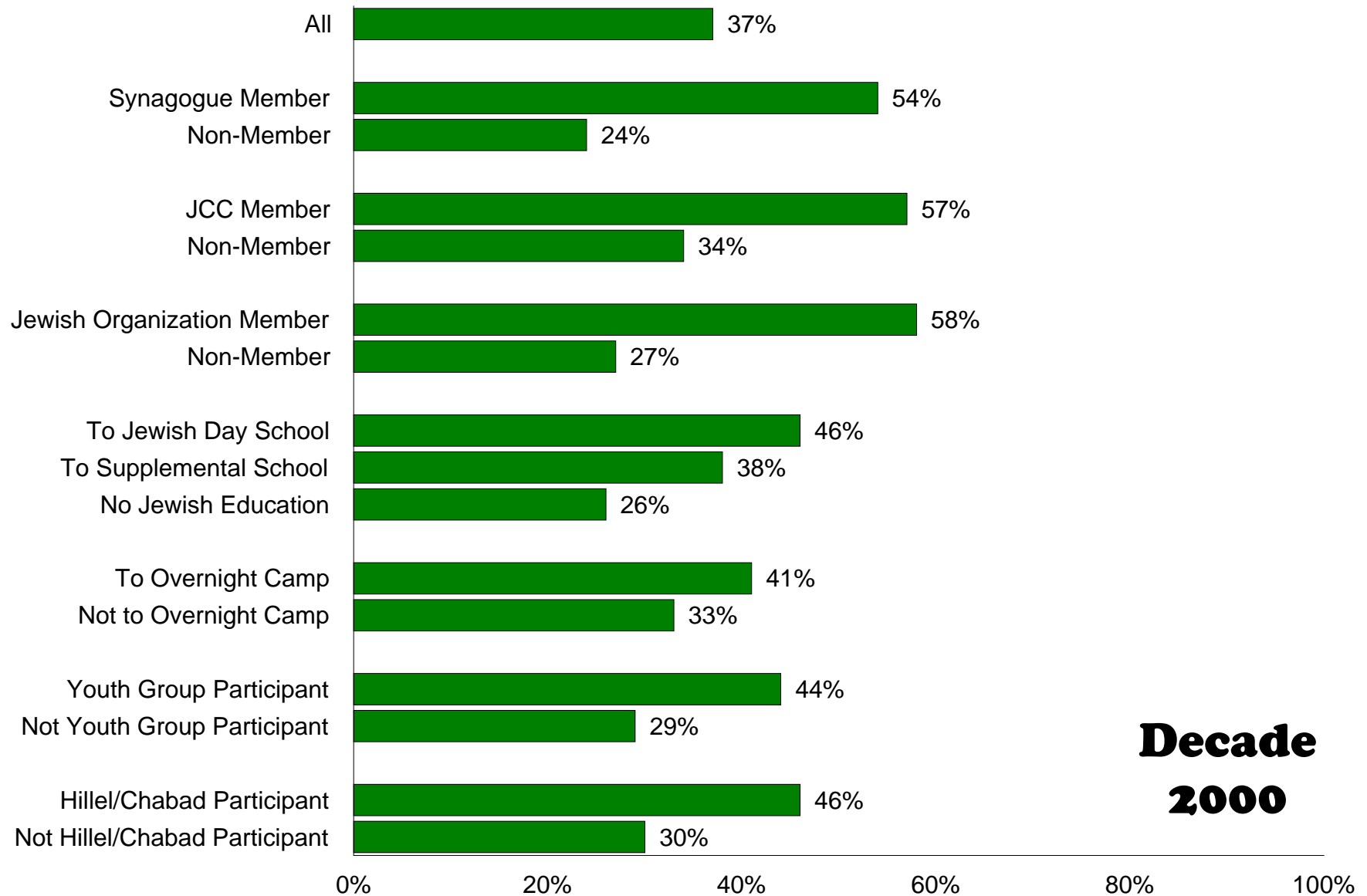
ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER

(Jewish Respondents)



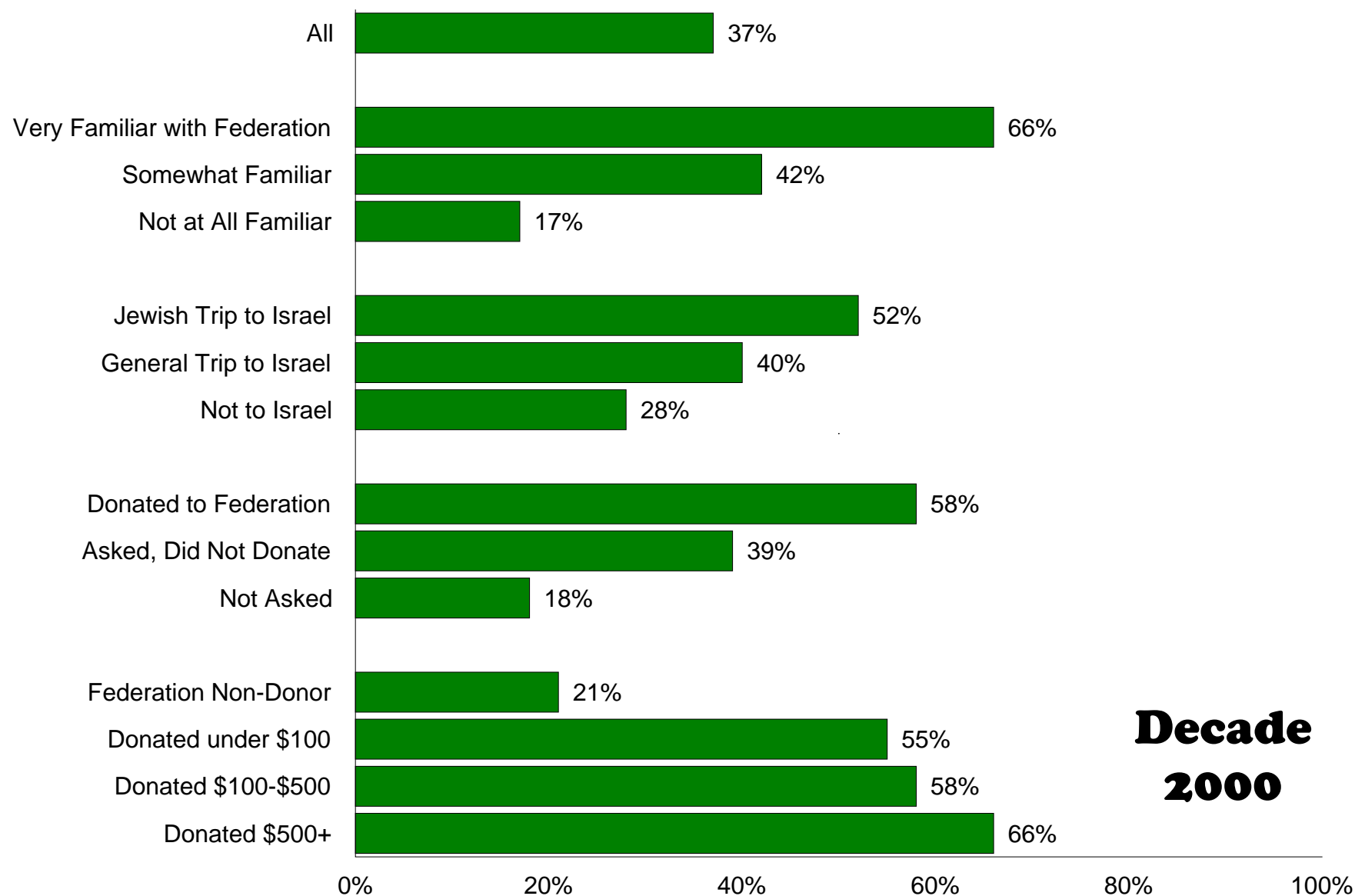
ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER

(Jewish Respondents)



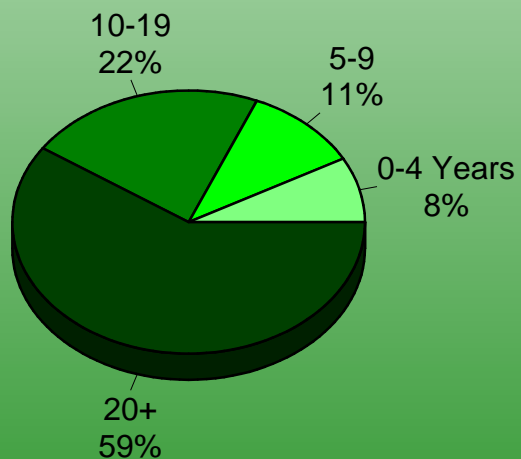
ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER

(Jewish Respondents)

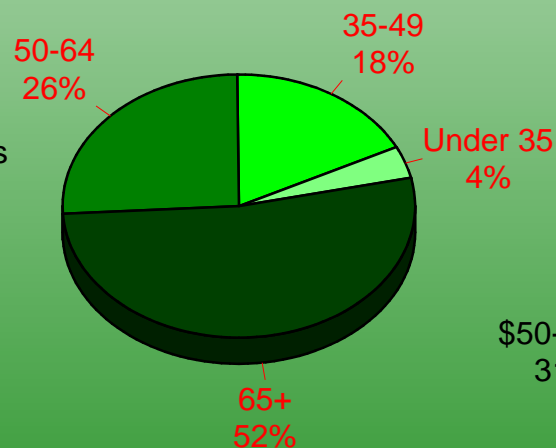


**PROFILE OF HOUSEHOLDS IN WHICH THE JEWISH RESPONDENT
ALWAYS/USUALLY READS LOCAL JEWISH NEWSPAPER**

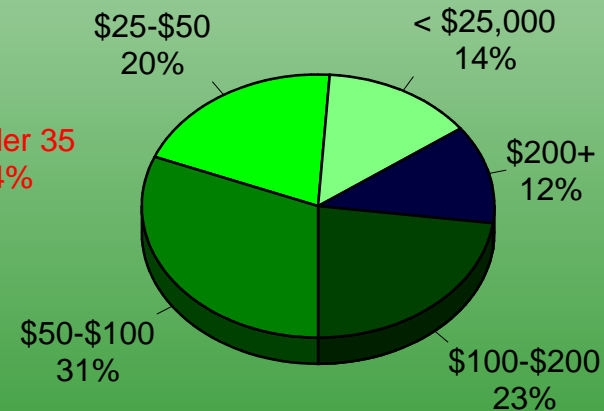
LENGTH OF RESIDENCE



AGE



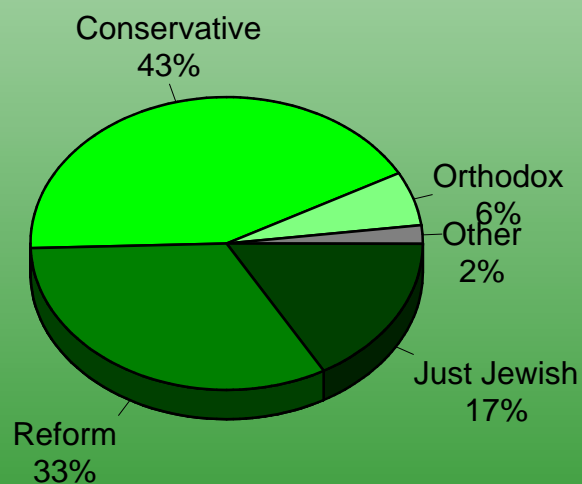
HOUSEHOLD INCOME



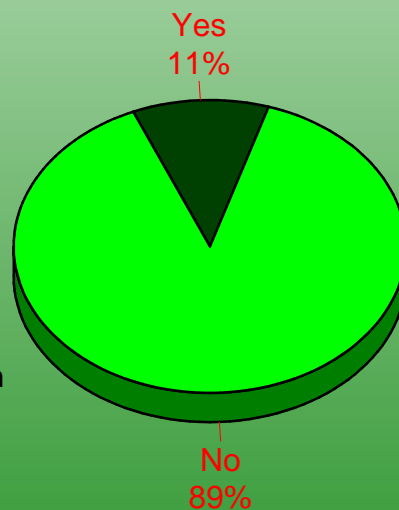
**Decade
2000**

**PROFILE OF HOUSEHOLDS IN WHICH THE JEWISH RESPONDENT
ALWAYS/USUALLY READS LOCAL JEWISH NEWSPAPER**

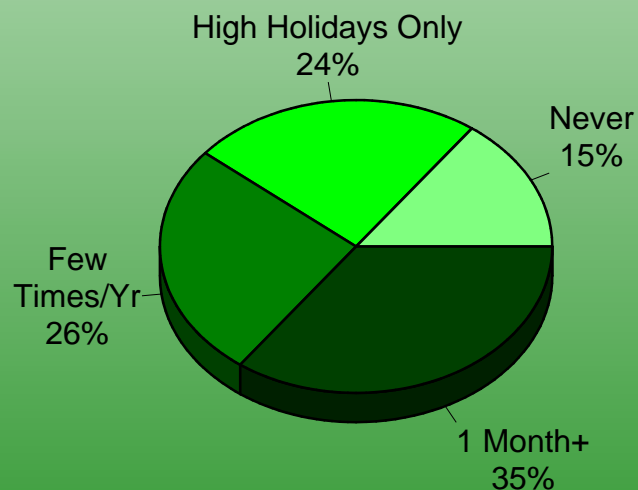
JEWISH IDENTIFICATION



KOSHER HOME



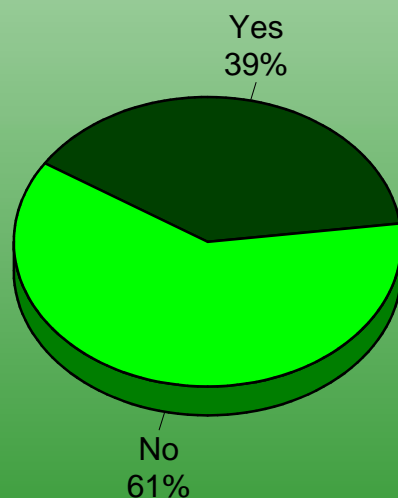
SYNAGOGUE ATTENDANCE



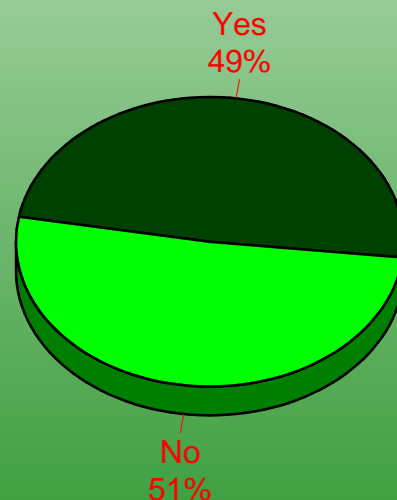
**Decade
2000**

PROFILE OF HOUSEHOLDS IN WHICH THE JEWISH RESPONDENT ALWAYS/USUALLY READS LOCAL JEWISH NEWSPAPER

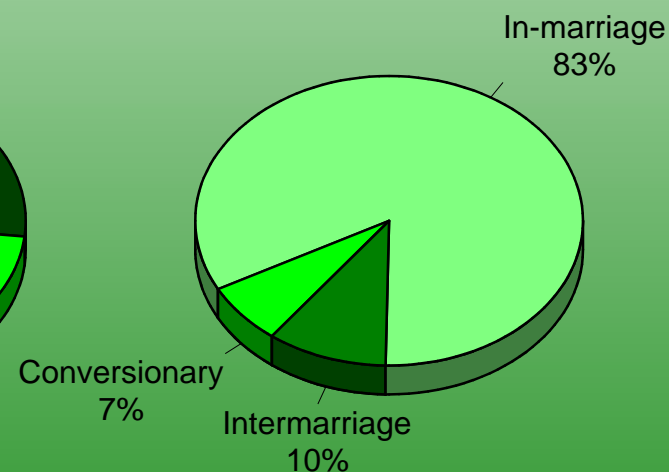
ADULT JEWISH EDUCATION
IN THE PAST YEAR



USED INTERNET
FOR JEWISH INFO
IN PAST YEAR



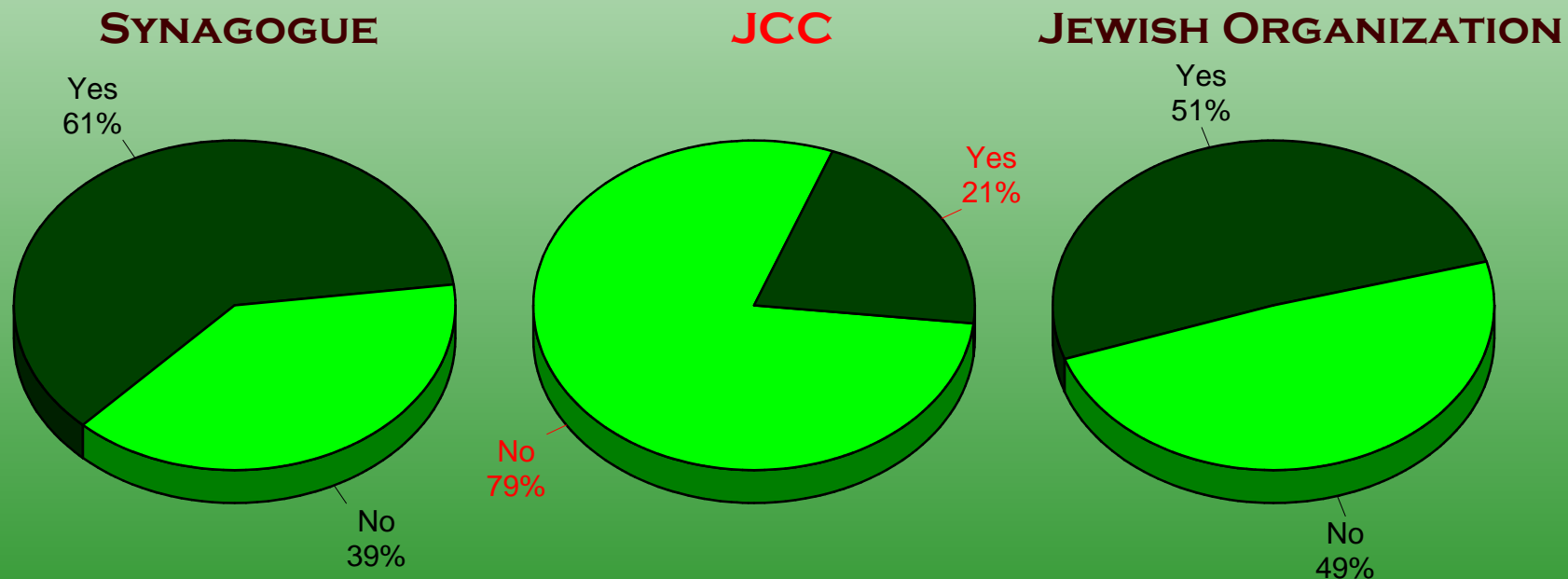
MARRIAGE TYPE



**Decade
2000**

**PROFILE OF HOUSEHOLDS IN WHICH THE JEWISH RESPONDENT
ALWAYS/USUALLY READS LOCAL JEWISH NEWSPAPER**

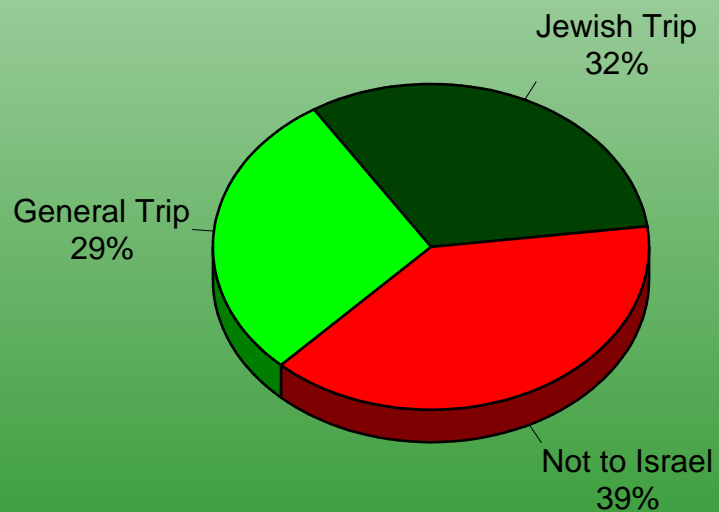
MEMBERSHIP



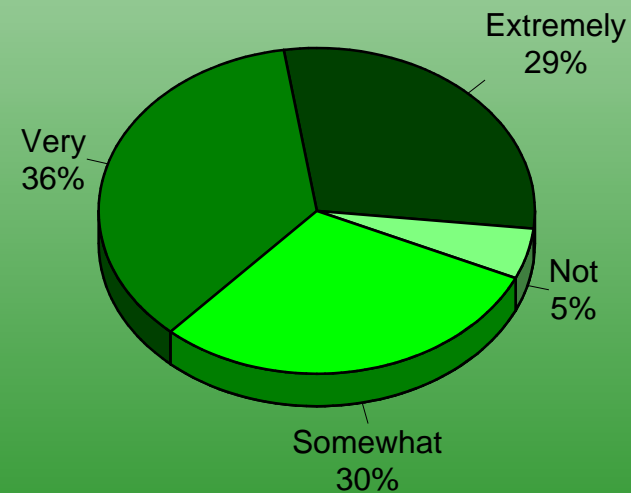
**Decade
2000**

**PROFILE OF HOUSEHOLDS IN WHICH THE JEWISH RESPONDENT
ALWAYS/USUALLY READS LOCAL JEWISH NEWSPAPER**

AN ADULT IN HOUSEHOLD TO ISRAEL



EMOTIONAL ATTACHMENT TO ISRAEL

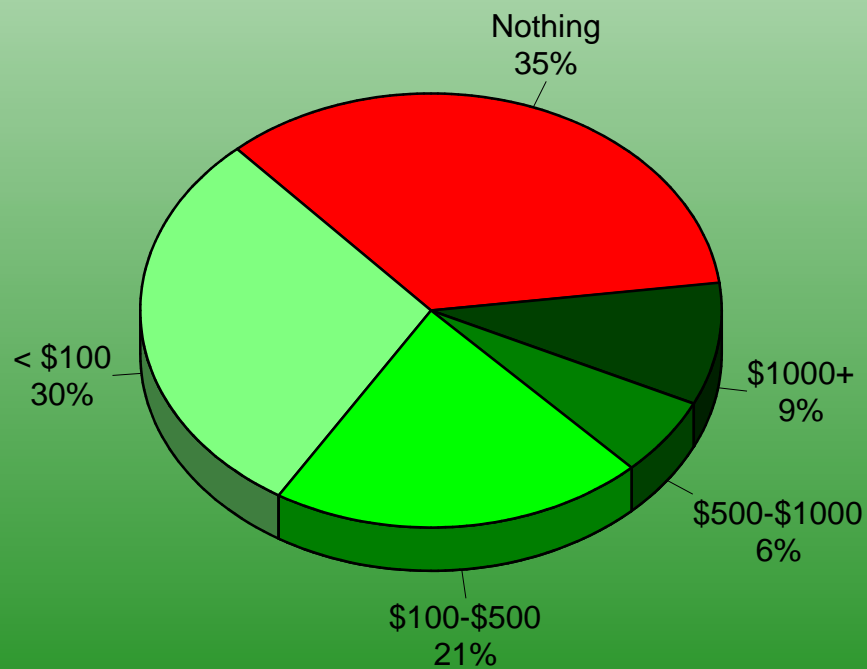


**Decade
2000**

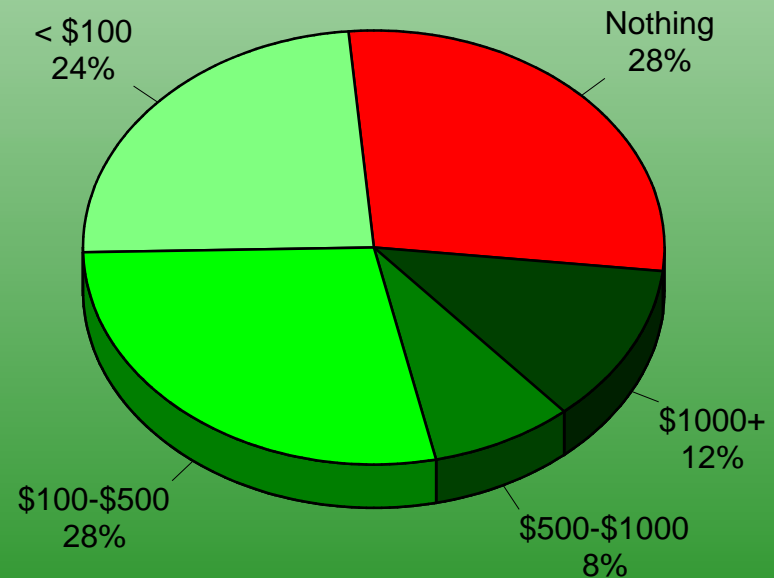
**PROFILE OF HOUSEHOLDS IN WHICH THE JEWISH RESPONDENT
ALWAYS/USUALLY READS LOCAL JEWISH NEWSPAPER**

DONATED IN PAST YEAR

JEWISH FEDERATION



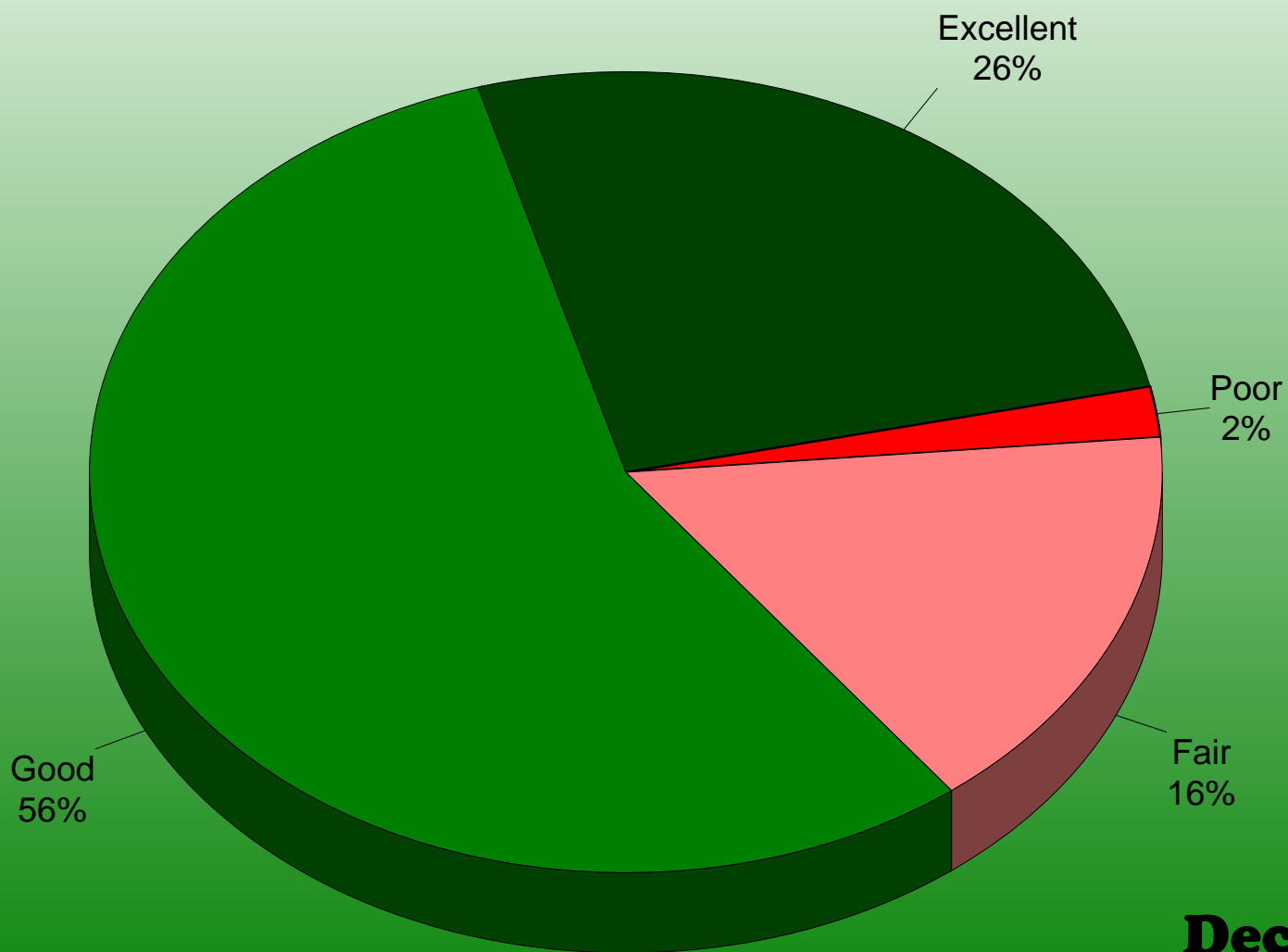
OTHER JEWISH CHARITIES



**Decade
2000**

PERCEPTION OF LOCAL JEWISH NEWSPAPER

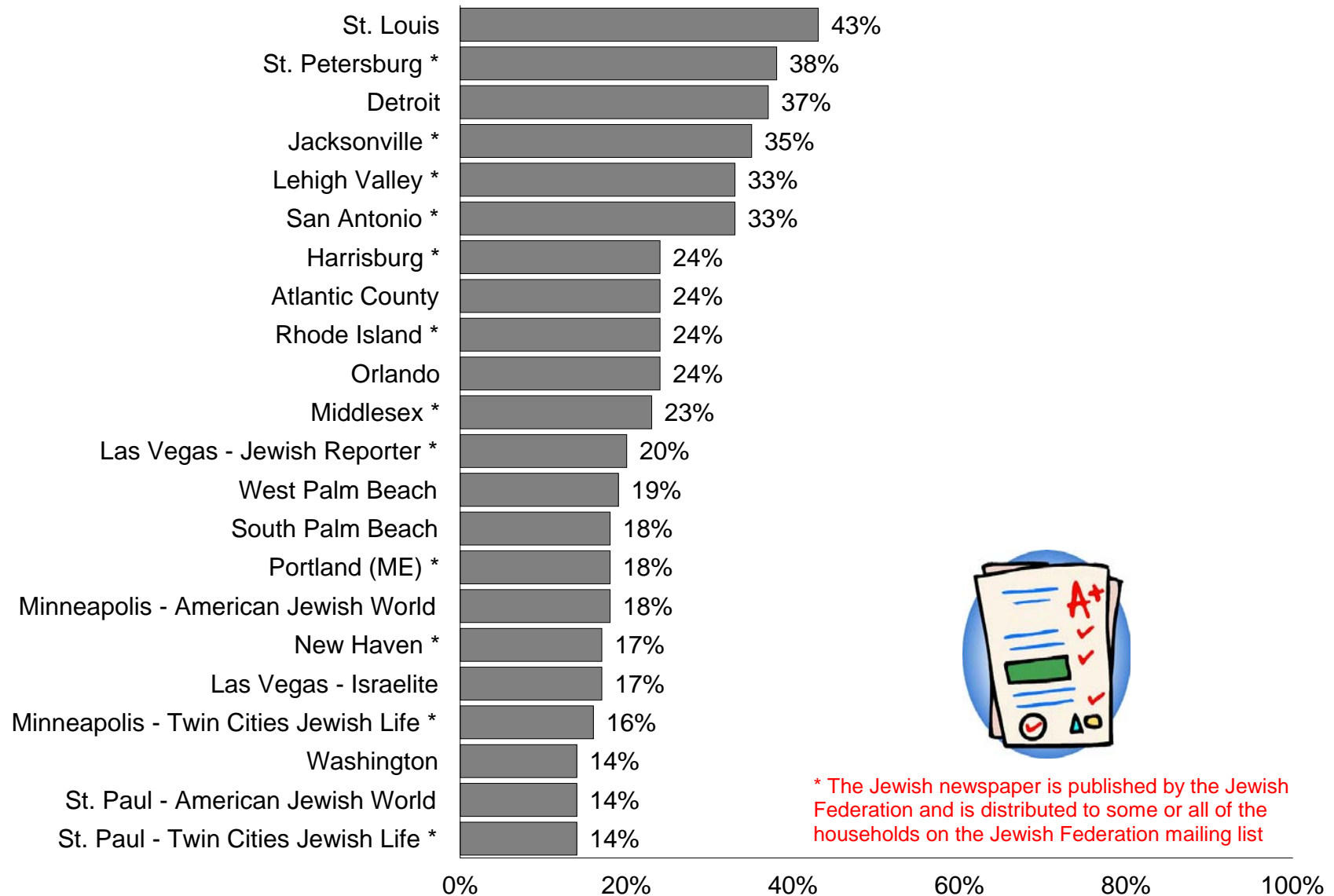
(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



**Decade
2000**

EXCELLENT PERCEPTIONS OF LOCAL JEWISH NEWSPAPER

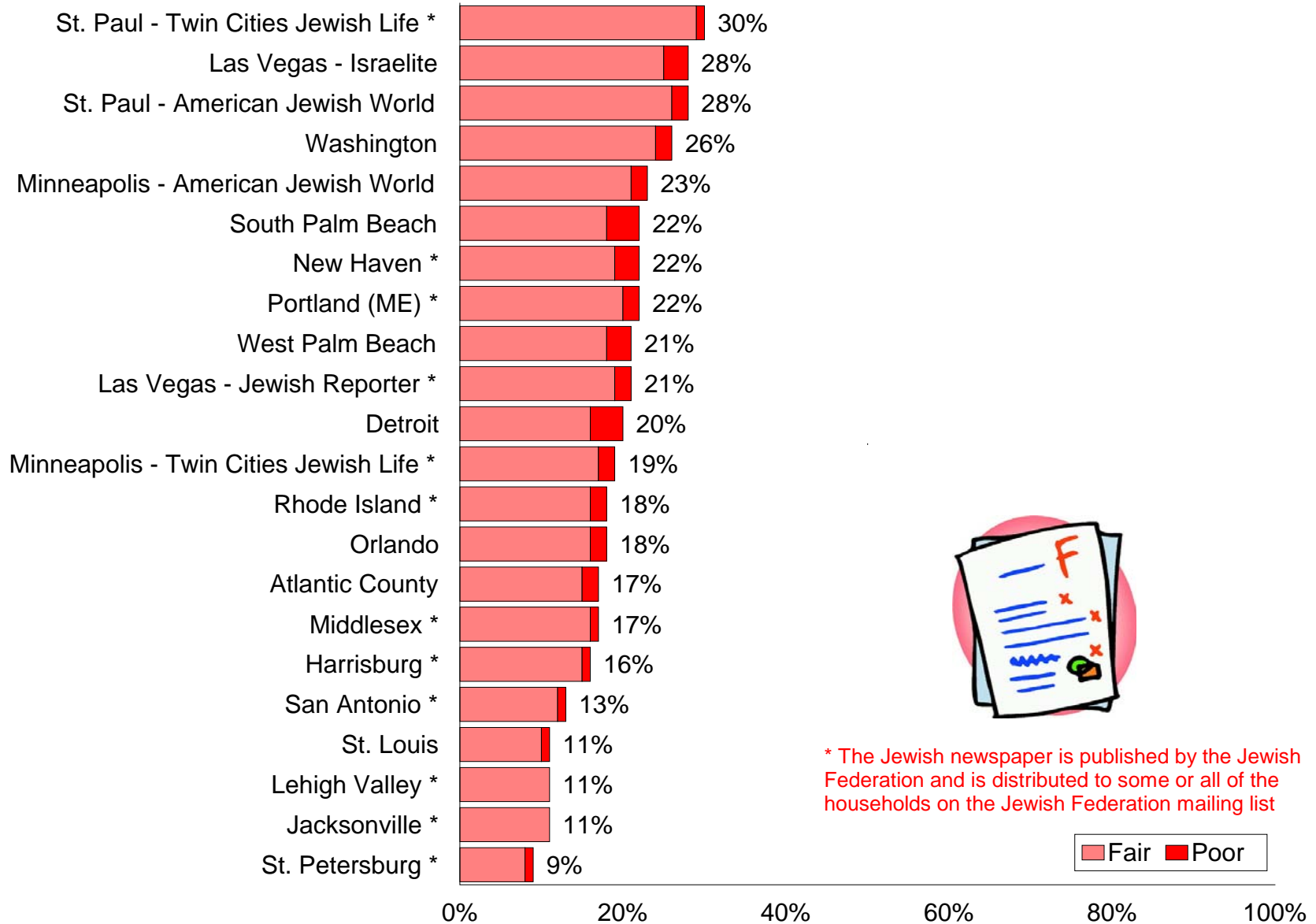
(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



* The Jewish newspaper is published by the Jewish Federation and is distributed to some or all of the households on the Jewish Federation mailing list

FAIR/POOR PERCEPTIONS OF LOCAL JEWISH NEWSPAPER

(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



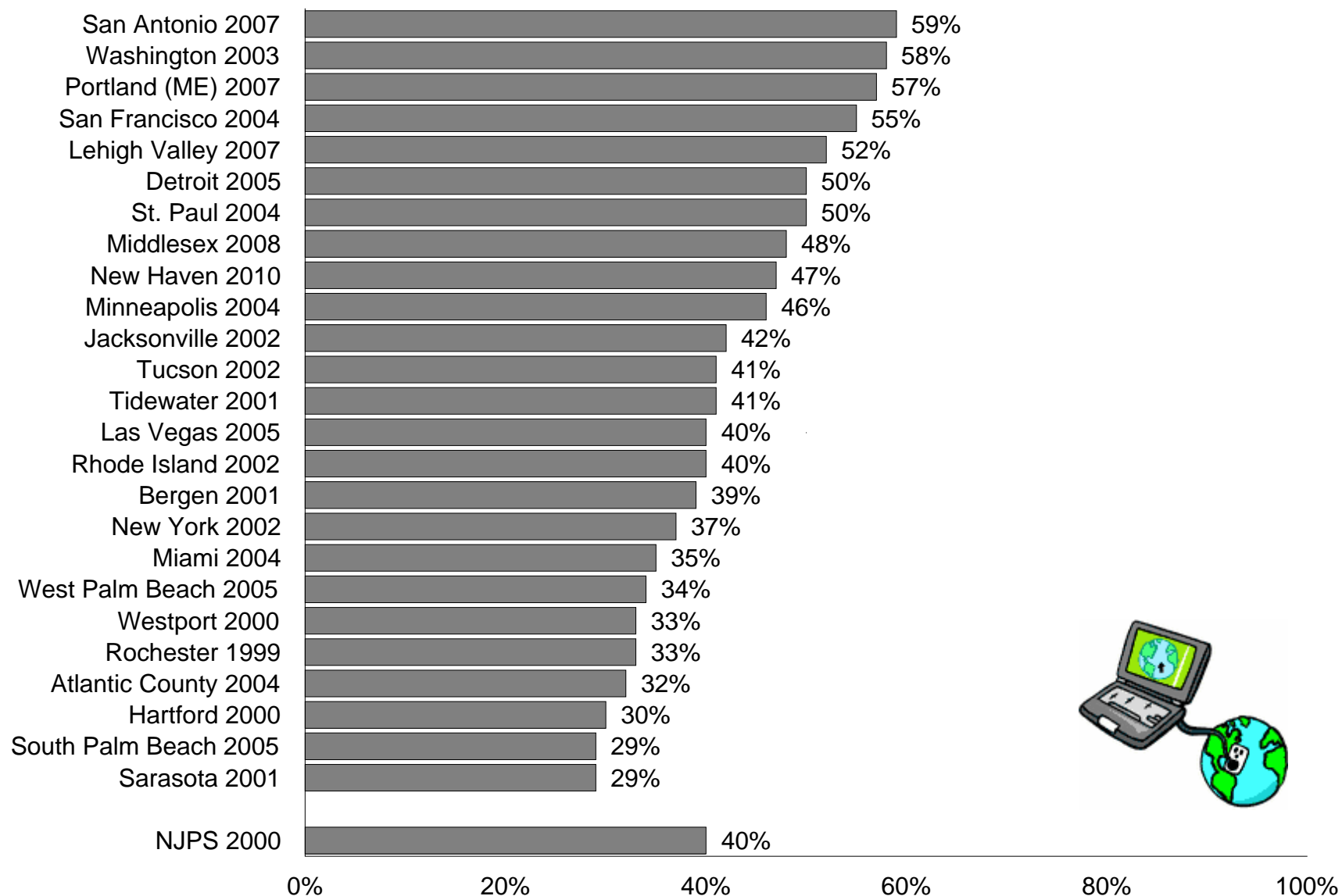
100

LOCAL JEWISH INTERNET SITES

LEVEL OF USE
PERCENTAGE OF DEMOGRAPHIC GROUPS WHO ARE USERS
NEWSPAPERS VS. INTERNET

USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

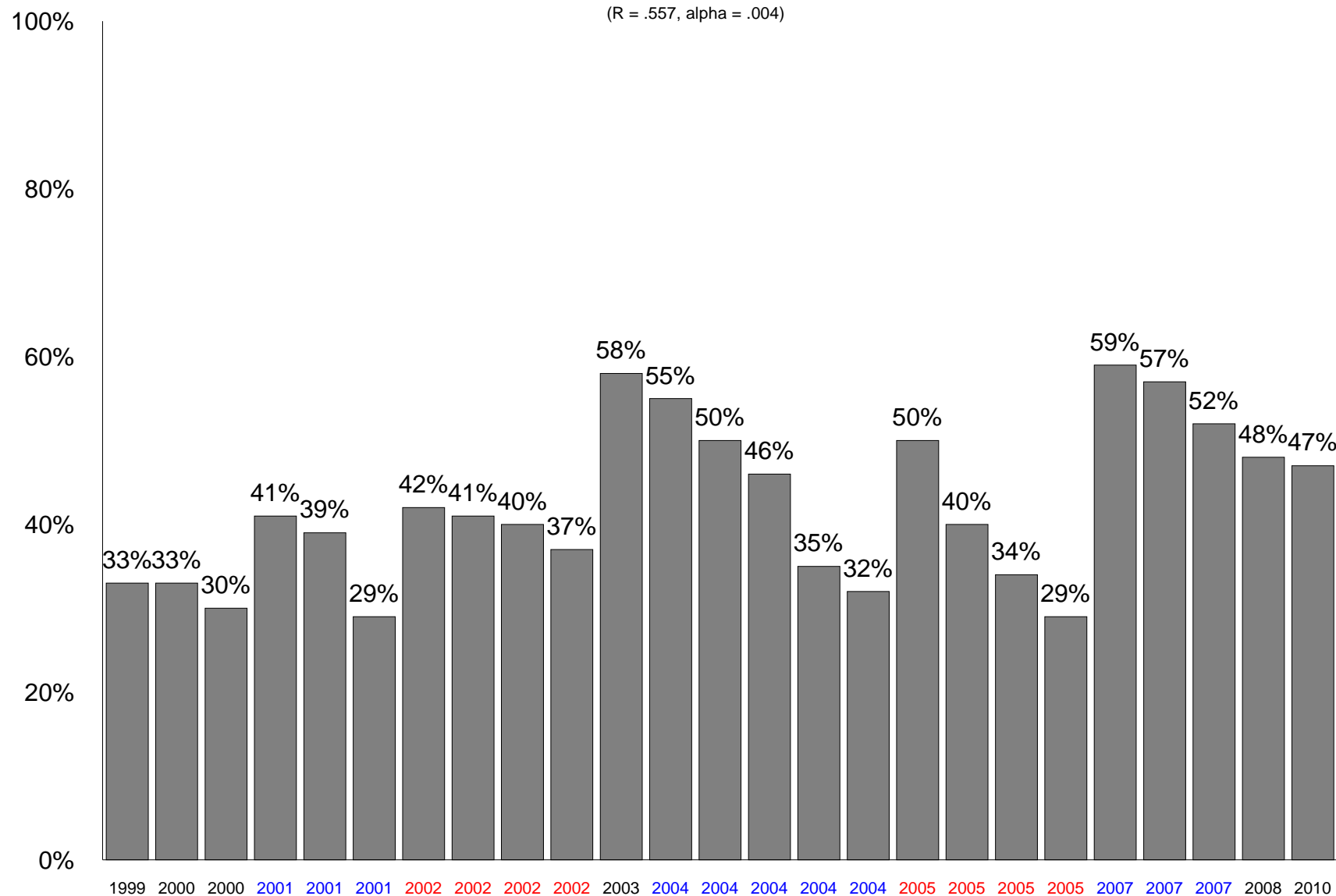
(Jewish Respondents)



USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

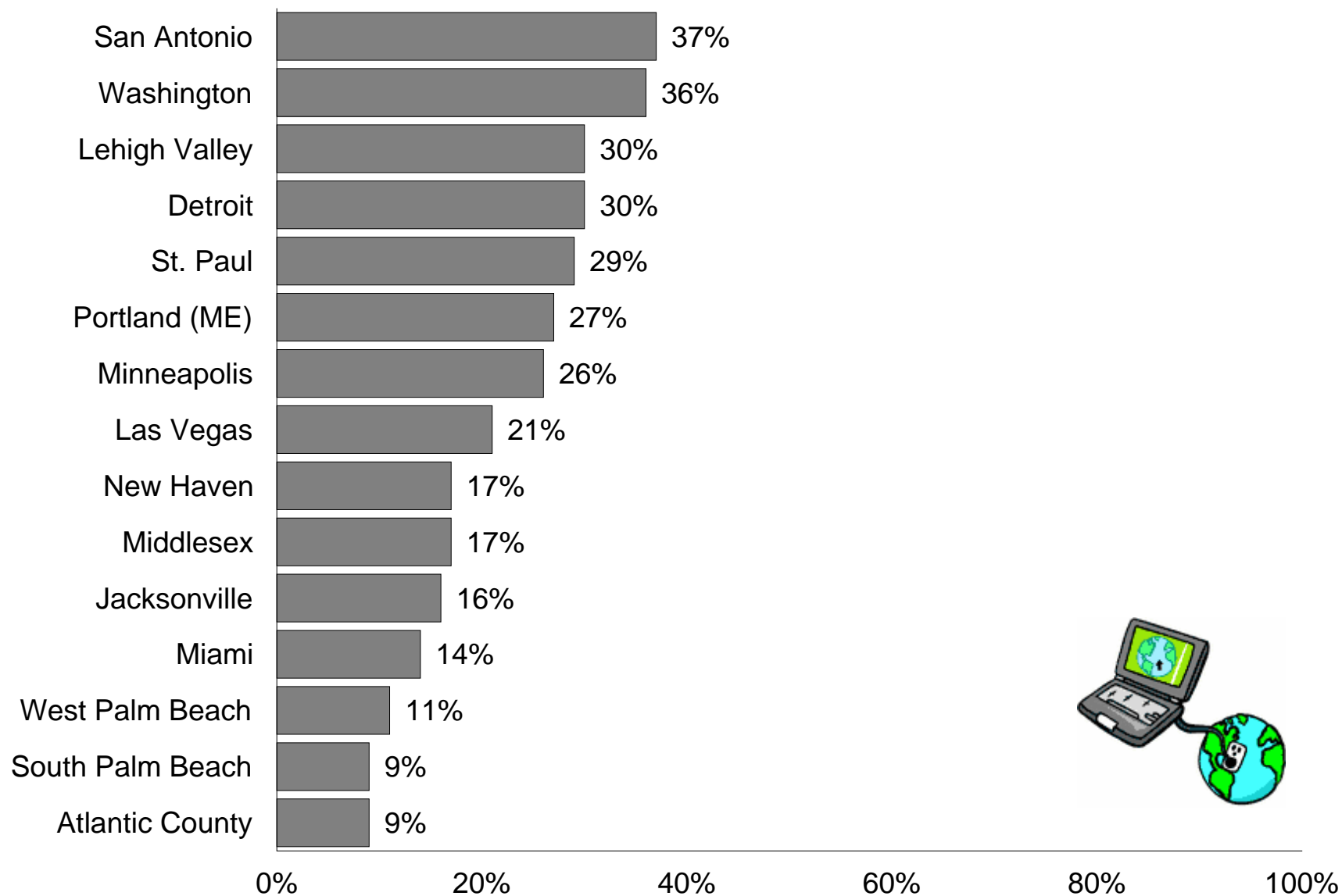
(Jewish Respondents)

(R = .557, alpha = .004)



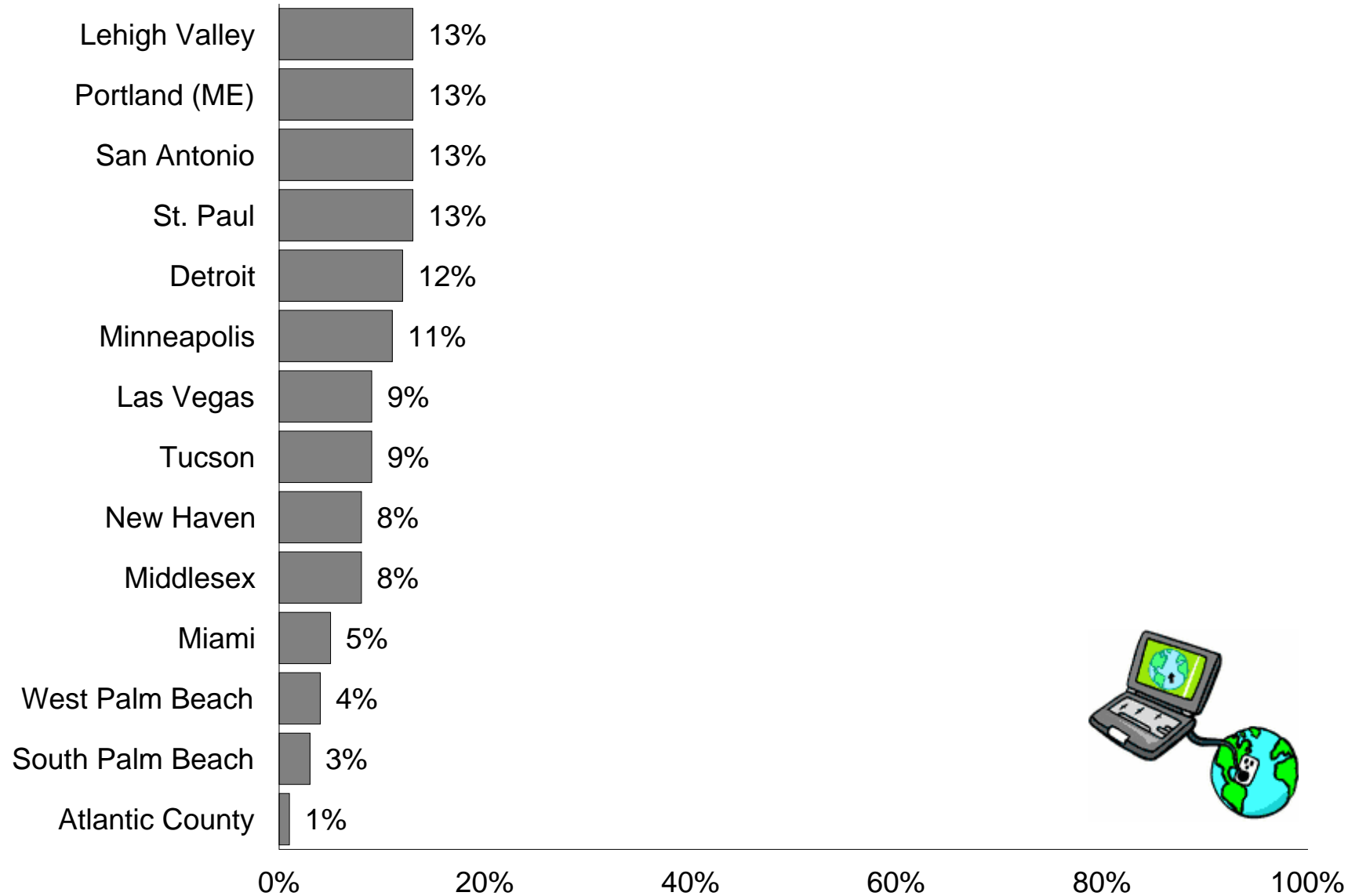
103 USED THE INTERNET FOR **LOCAL** JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)



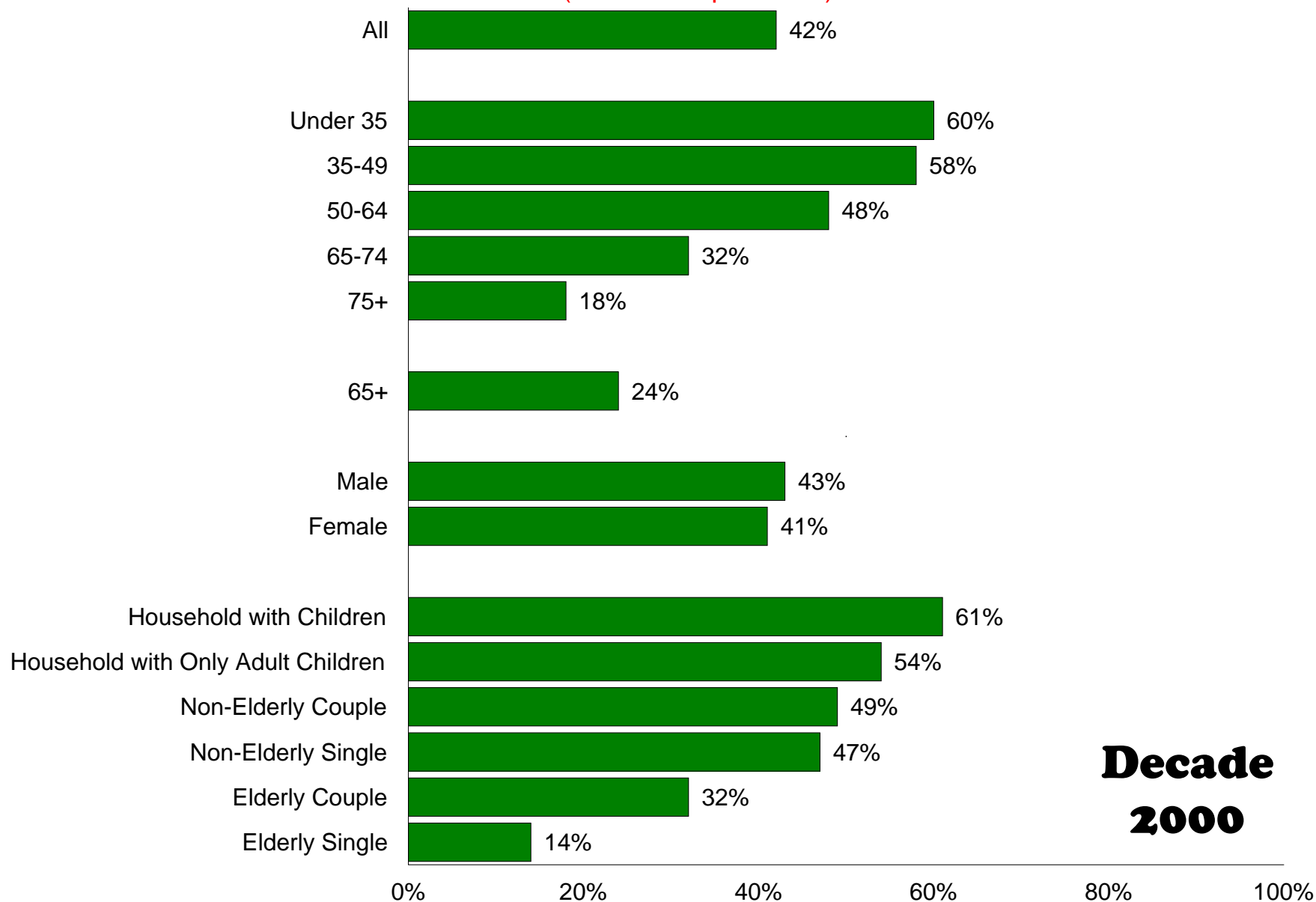
104 VISITED THE LOCAL JEWISH FEDERATION WEBSITE IN THE PAST YEAR

(Jewish Respondents)



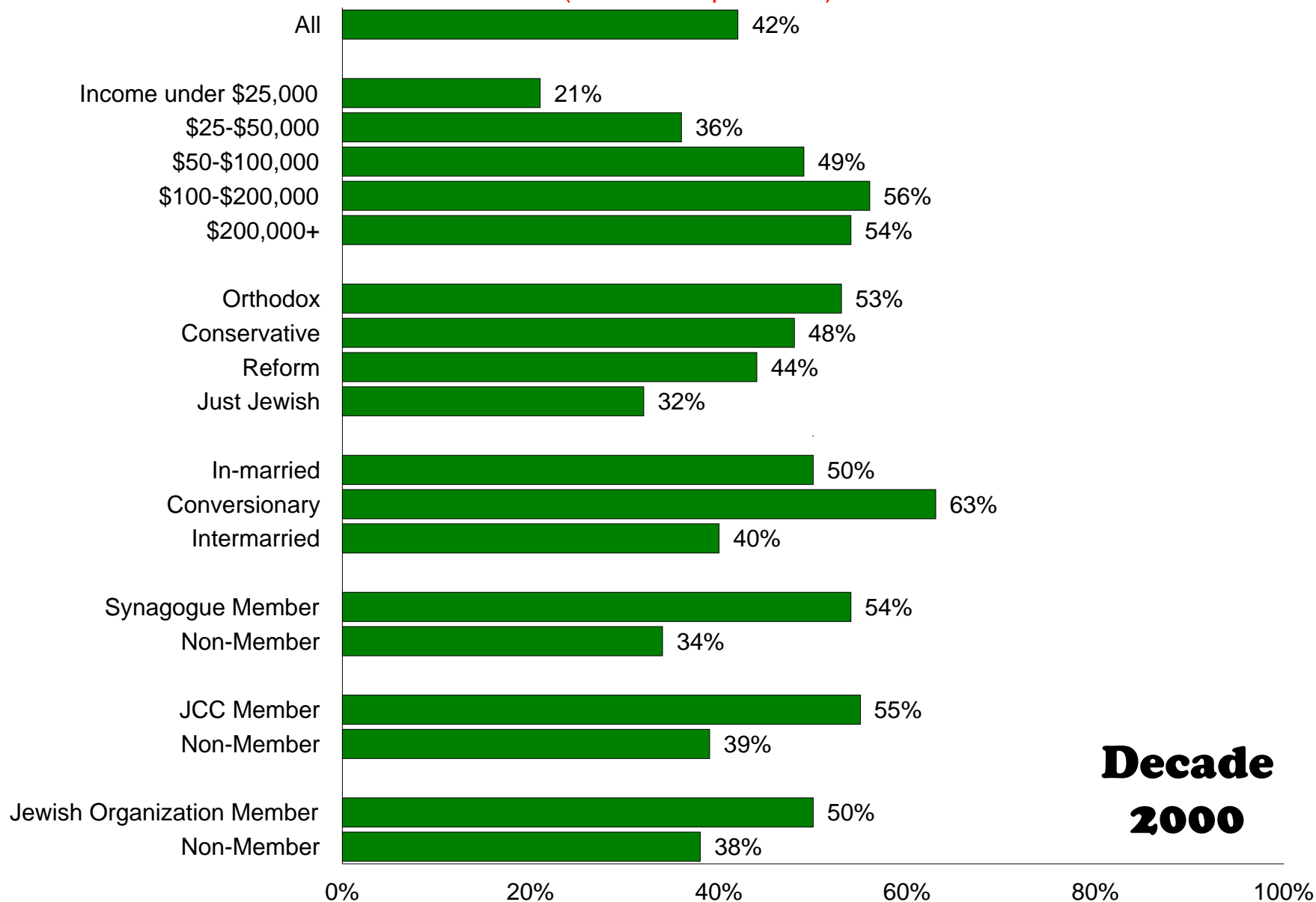
USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)



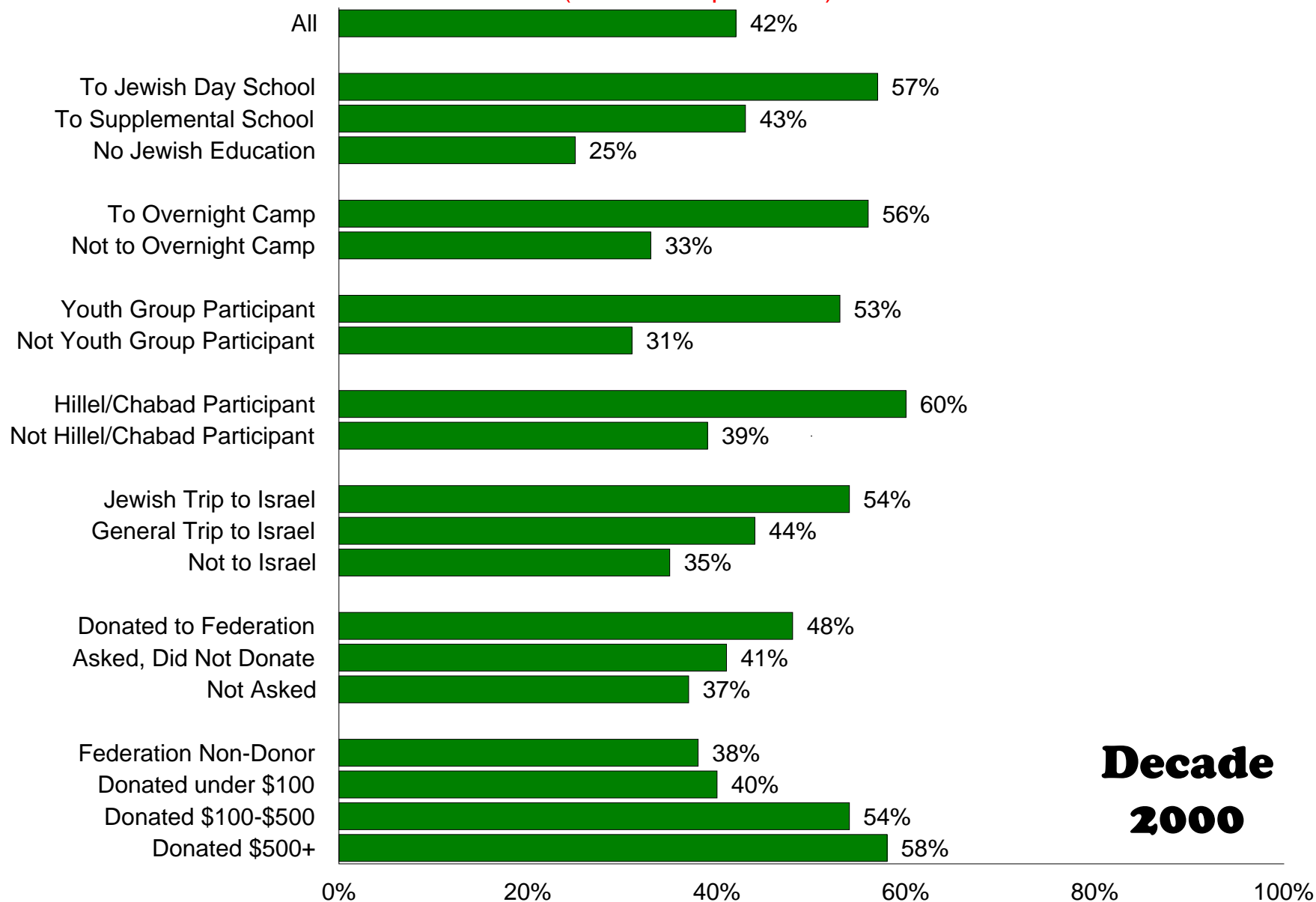
USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)



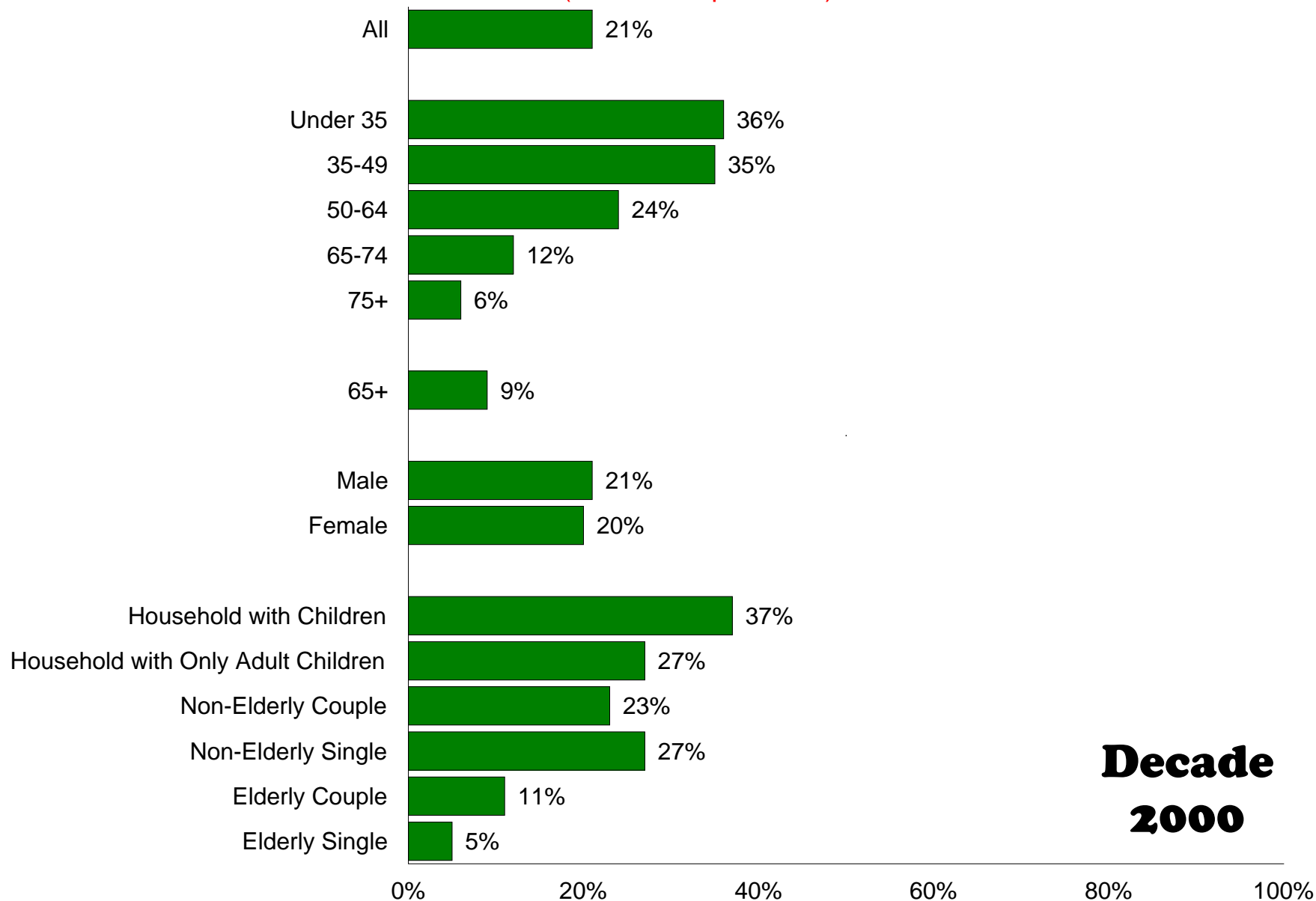
USED THE INTERNET FOR JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)



USED THE INTERNET FOR **LOCAL** JEWISH-RELATED INFORMATION IN THE PAST YEAR

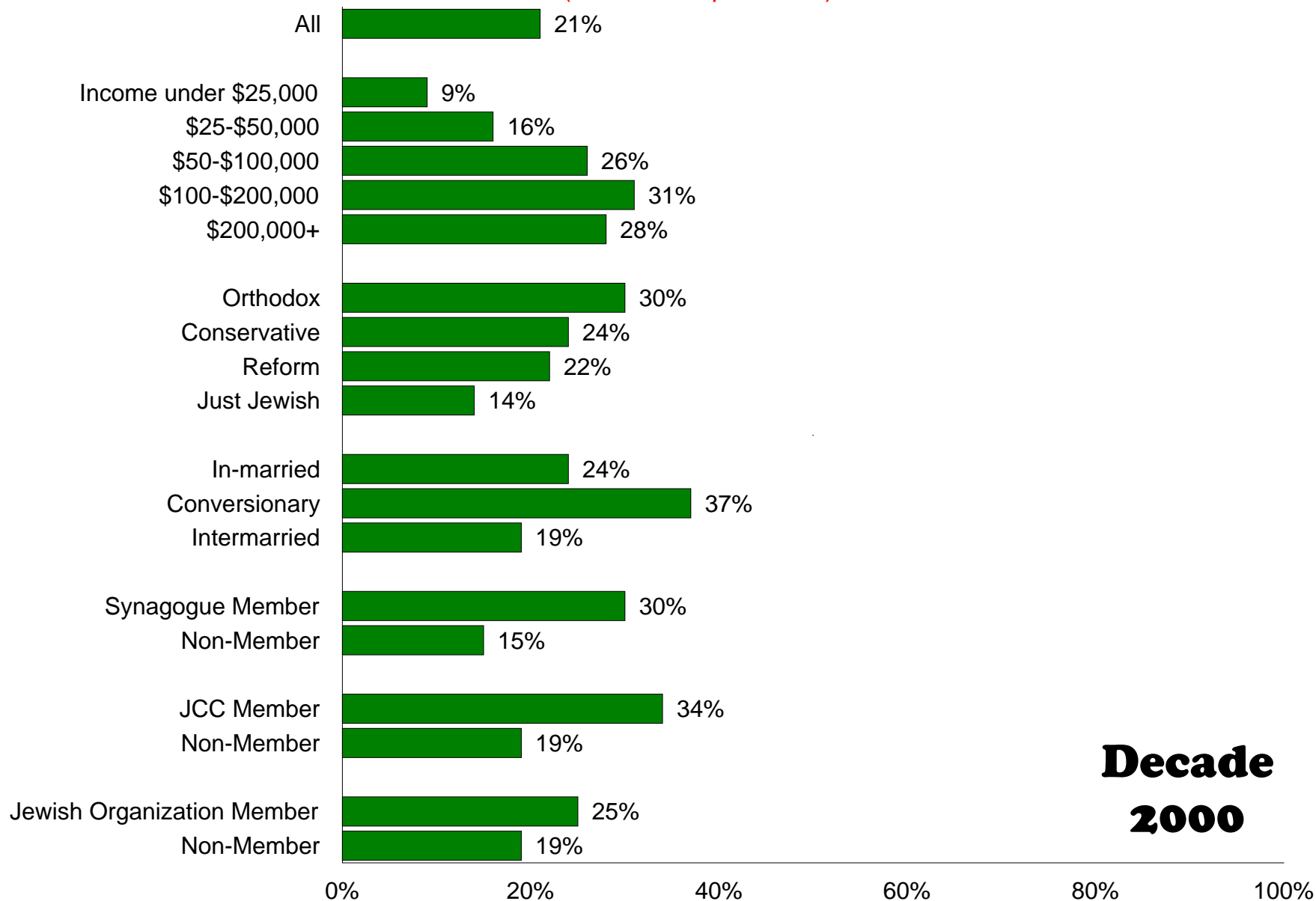
(Jewish Respondents)



109

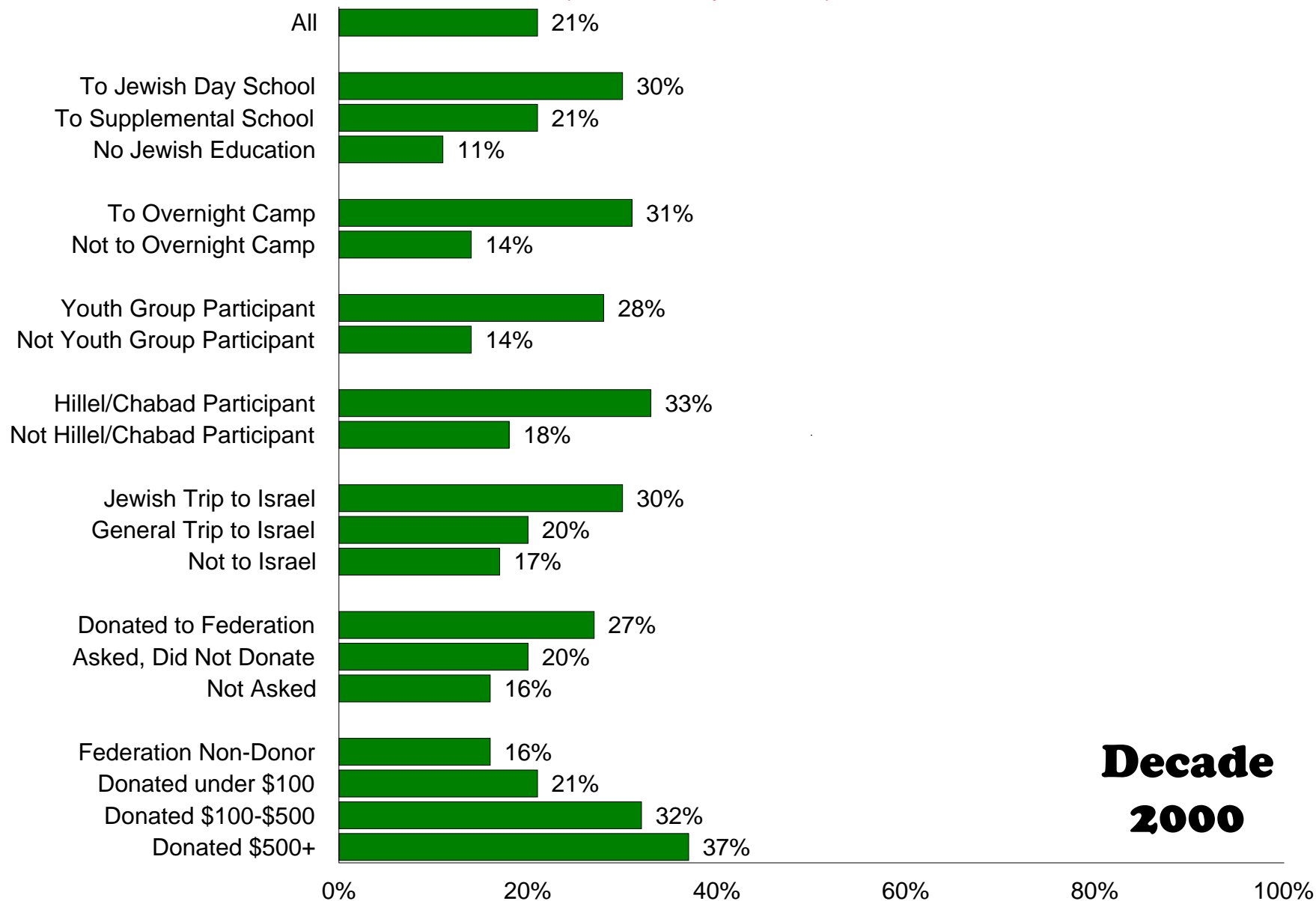
USED THE INTERNET FOR **LOCAL** JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)

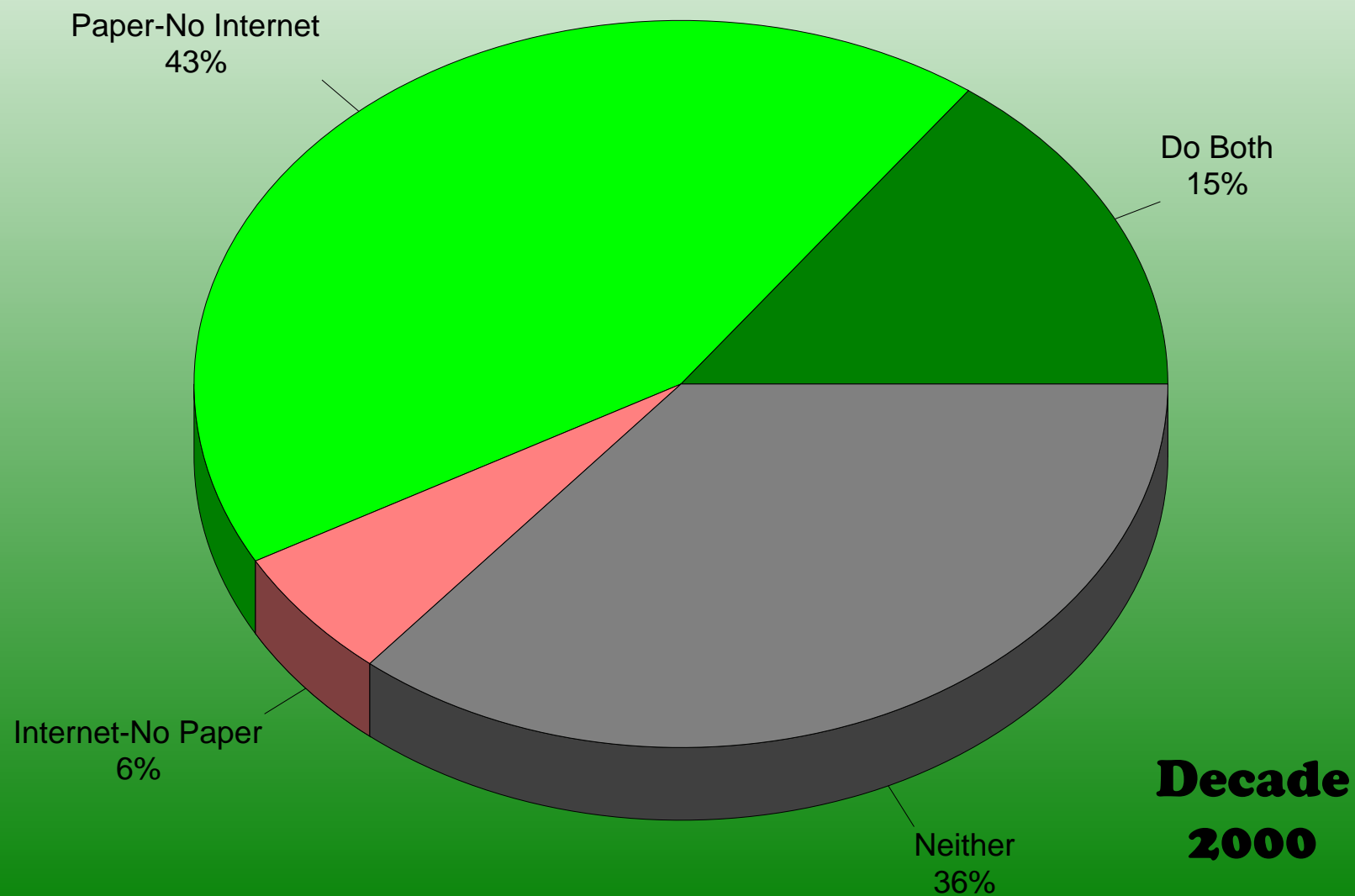


USED THE INTERNET FOR **LOCAL** JEWISH-RELATED INFORMATION IN THE PAST YEAR

(Jewish Respondents)

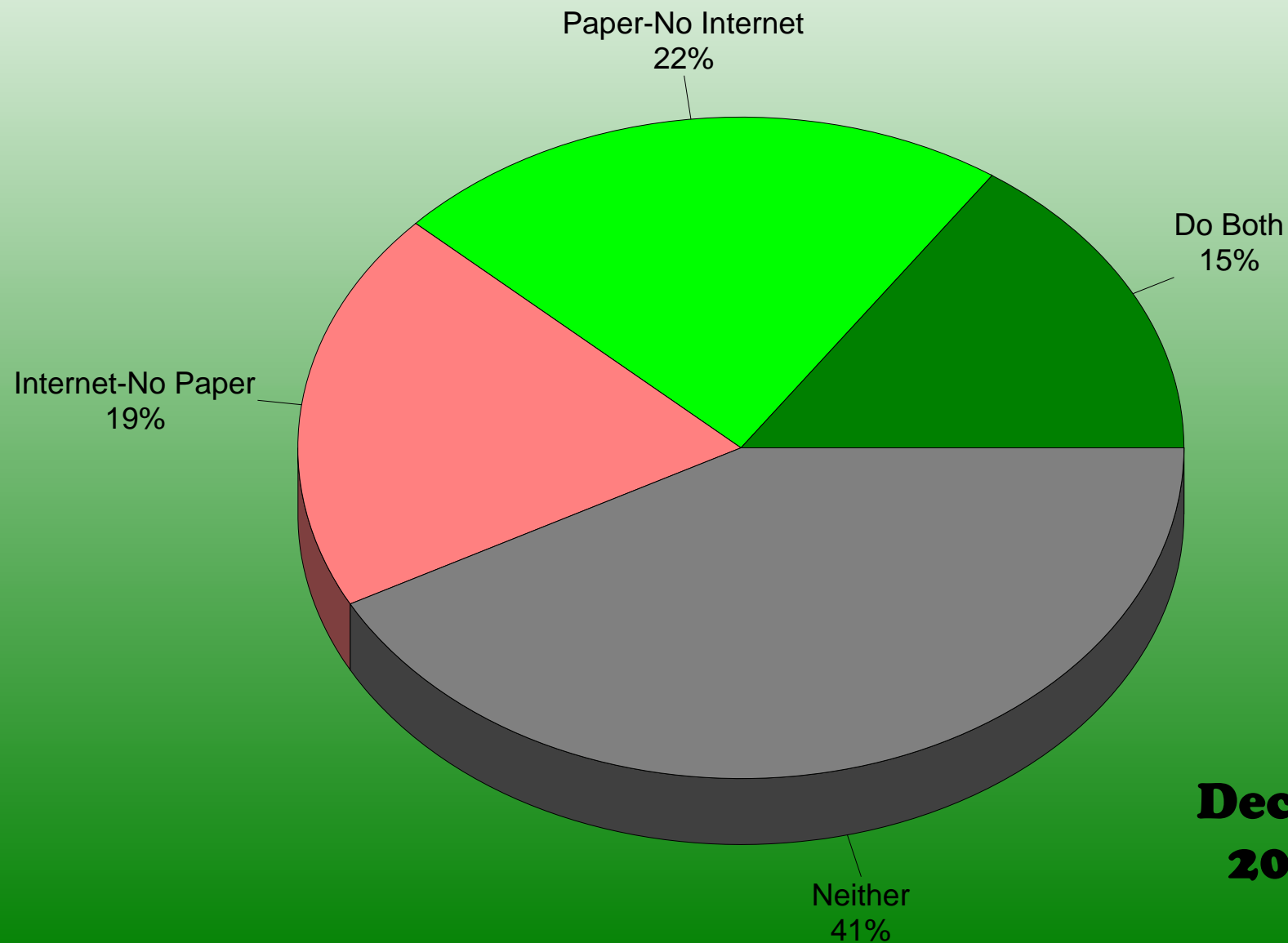


**READERSHIP OF
LOCAL JEWISH NEWSPAPERS
COMPARED TO LOCAL JEWISH INTERNET USE**
(Jewish Respondents)

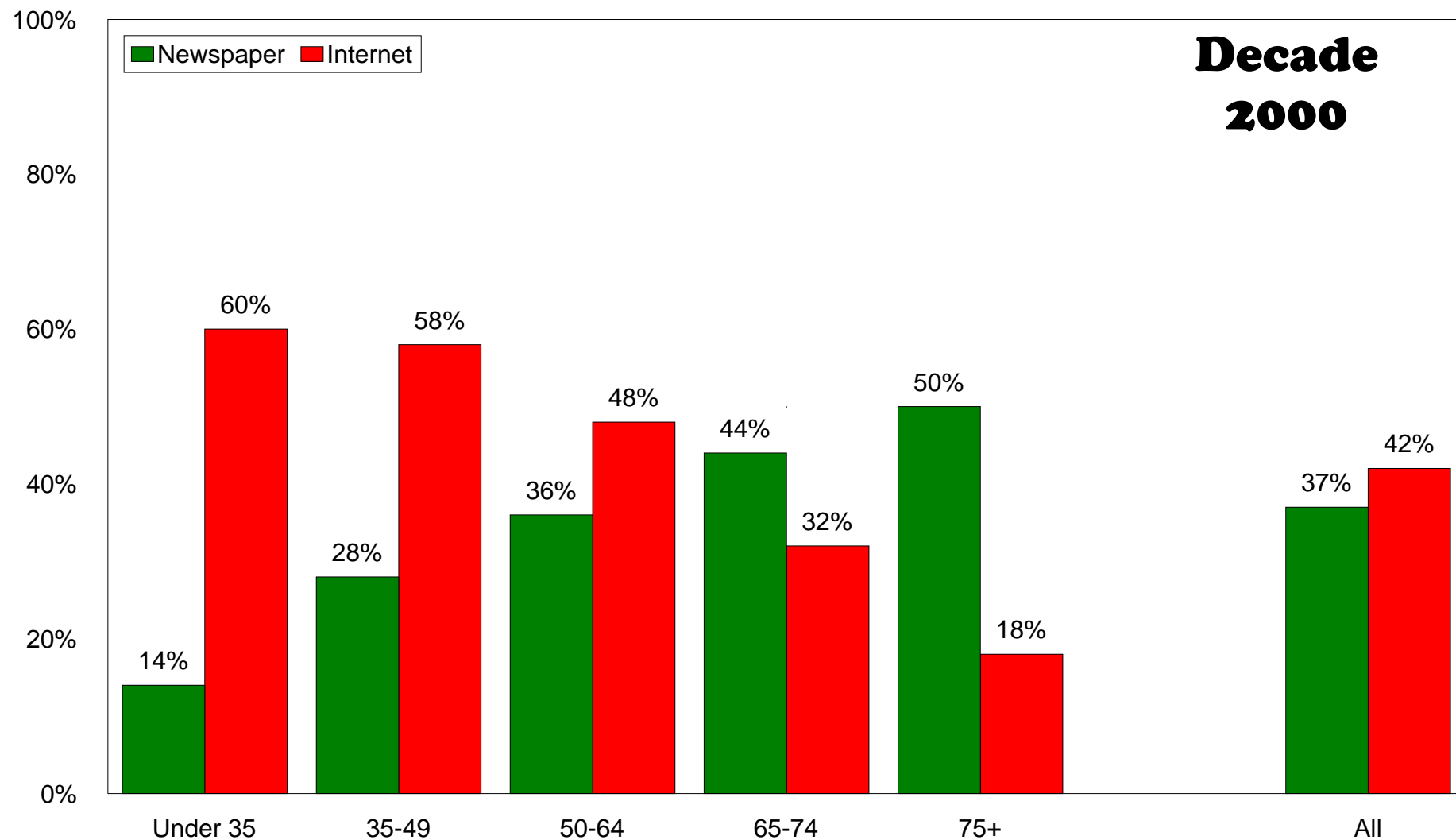


**READERSHIP OF
LOCAL JEWISH NEWSPAPERS
COMPARED TO LOCAL JEWISH INTERNET USE**

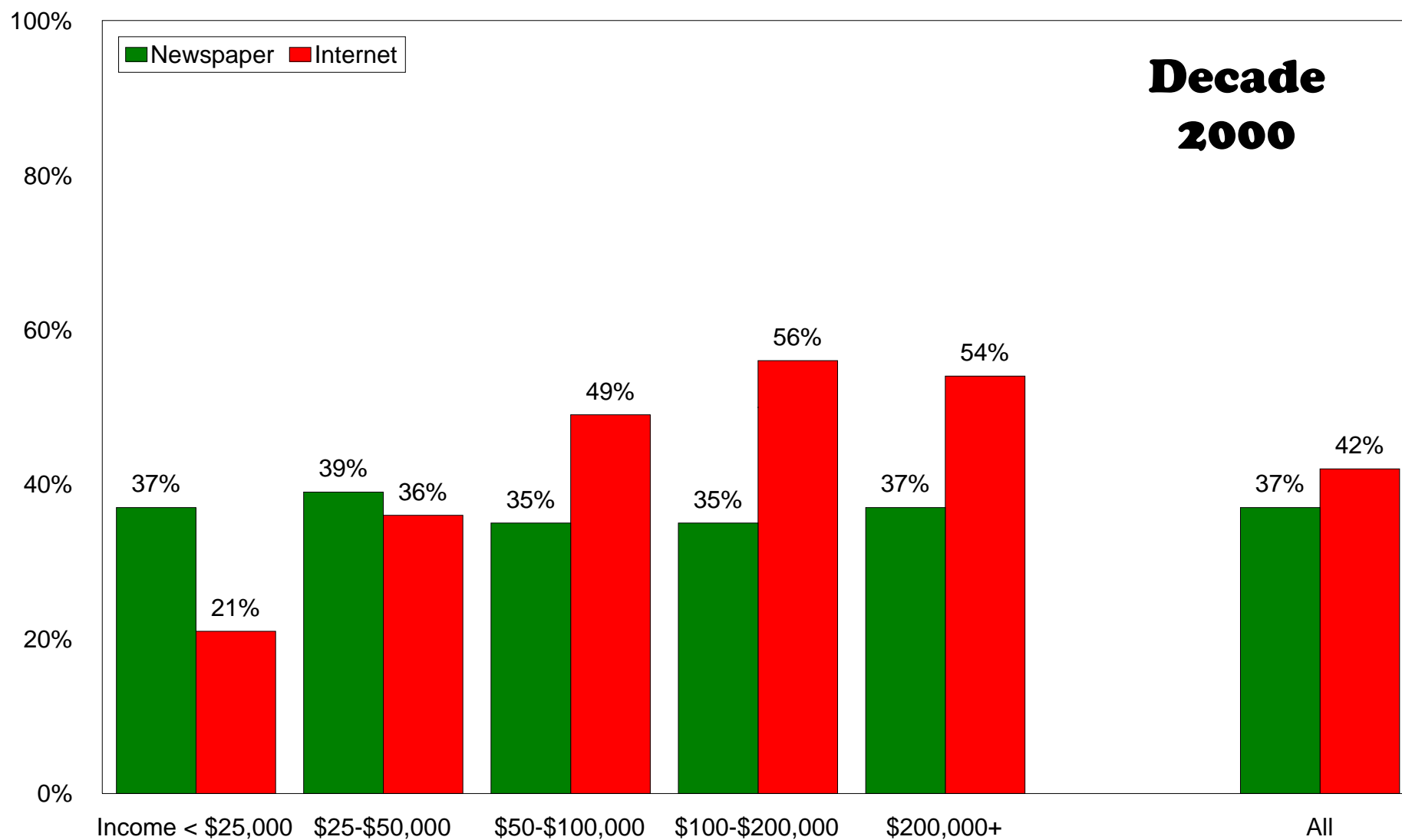
(Jewish Respondents Under Age 35)



**ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER AND USED THE
INTERNET FOR LOCAL JEWISH-RELATED INFORMATION
AND IN THE PAST YEAR BY AGE**
(Jewish Respondents)

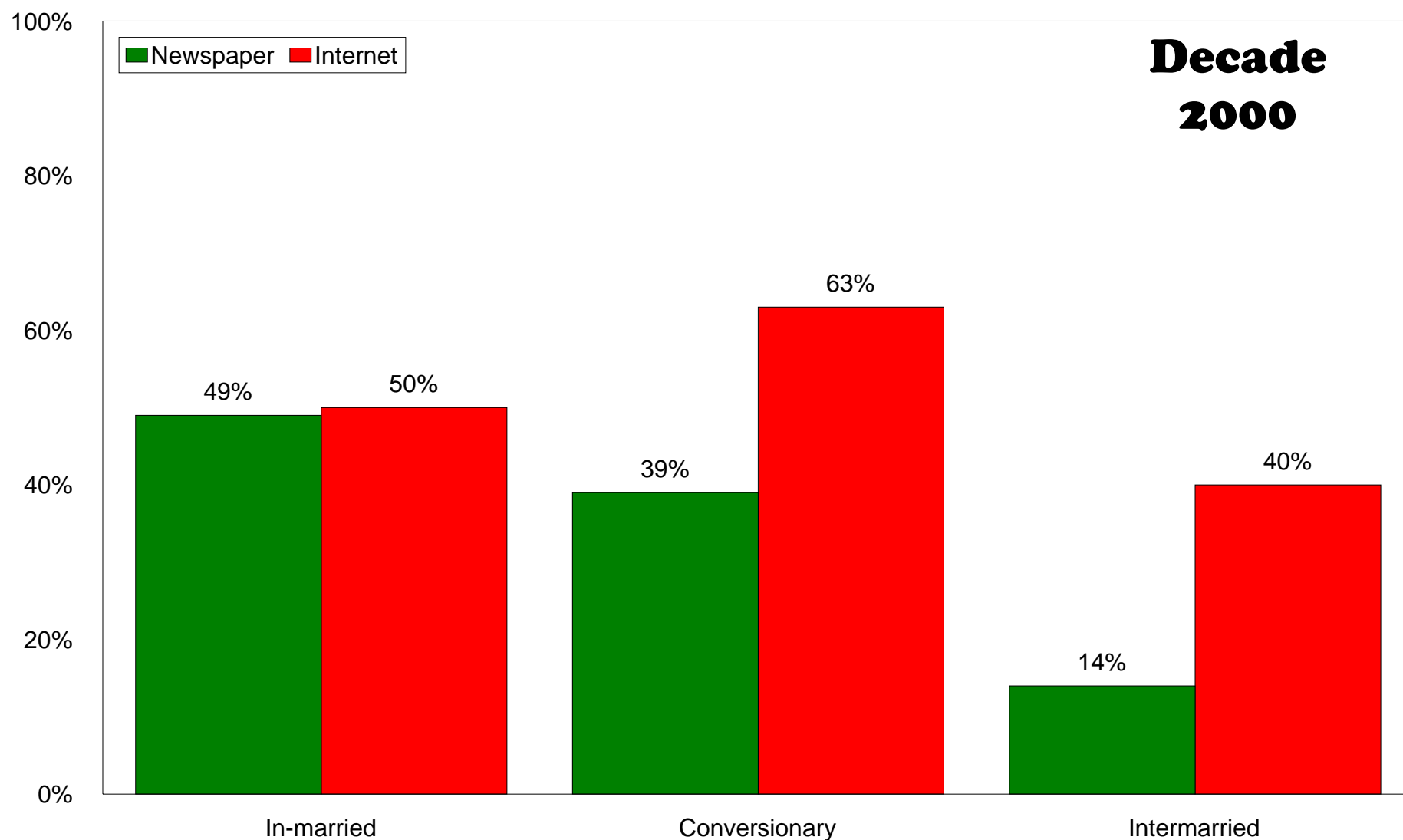


**ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER AND
USED THE INTERNET FOR LOCAL JEWISH-RELATED INFORMATION
IN THE PAST YEAR BY INCOME**
(Jewish Respondents)



**ALWAYS/USUALLY READ LOCAL JEWISH NEWSPAPER AND USED THE
INTERNET FOR LOCAL JEWISH-RELATED INFORMATION
AND IN THE PAST YEAR BY MARRIAGE TYPE**

(Jewish Respondents)



OUTLINE OF THIS PRESENTATION

- **Part I: Recent Trends in American Jewish Demography**
- **Part II: Demographic Profile of Users of the Jewish Media**
- **Part III: Data Sources for Reporters**

WEBSITES FOR THE JEWISH MEDIA WITH SCIENTIFIC DATA

- www.census.gov (US Census Bureau)
 - 2010 Census
 - American Community Survey
- www.jewishdatabank.org (North American Jewish Data Bank)
- www.bjpa.org (Berman Jewish Policy Archive)

118

UNIVERSITY
OF MIAMI



UNIVERSITY
OF MIAMI



★ American Jewish Press Association ★

THANK YOU:

IRA SHESKIN

WWW.JEWISHDATABANK.ORG

ANY QUESTIONS?

UNIVERSITY
OF MIAMI



UNIVERSITY
OF MIAMI

